

Keynote Address: Trends In Seafood Branding In China

- PRESENTER MR. FAN XUBING | BEIJING SEABRIDGE MARKETING & CONSULTING CO.

GLOBAL OUTLOOK FOR AQUACULTURE LEADERSHIP

GUANGZHOU, CHINA | DAY 1

HEALTHY FISH | HEALTHY PEOPLE | HEALTHY PLANET



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.



global aquaculture
the alliance



中国水产品市场营销和可持续海产消费趋势 Trends in Seafood Branding and Sustainability in China

樊旭兵 北京海桥市场推广有限公司
Fan Xubing, Beijing Seabridge Marketing Co.

全球水产养殖联盟大会 2016.09 广州
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

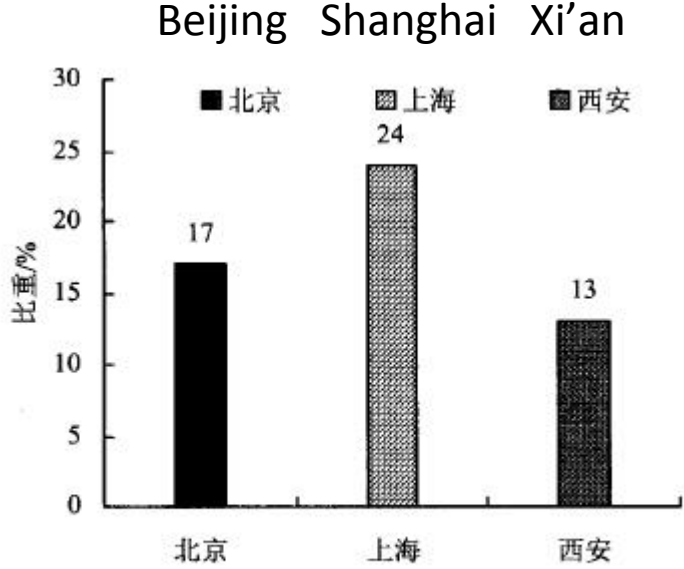


图1 水产品购买支出在家庭食物消费总支出中的比重

Seafood expenses out of total family food expenses

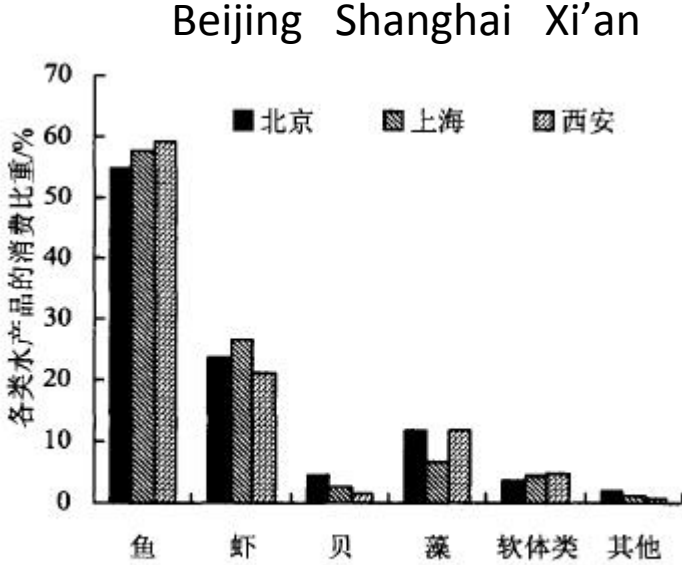


图4 居民消费水产品的主要种类

Different seafood consumption proportion

Chinese Consumers Seafood Consumption Study

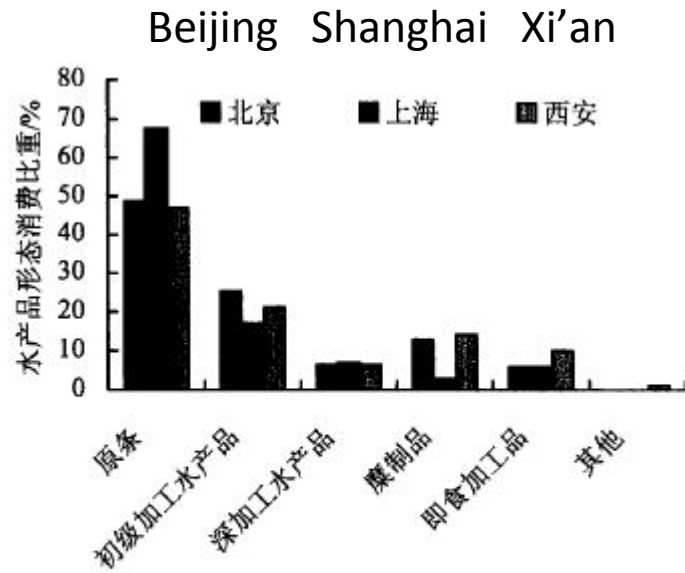


图5 不同地区居民水产品消费的形态

Preferences on seafood formality

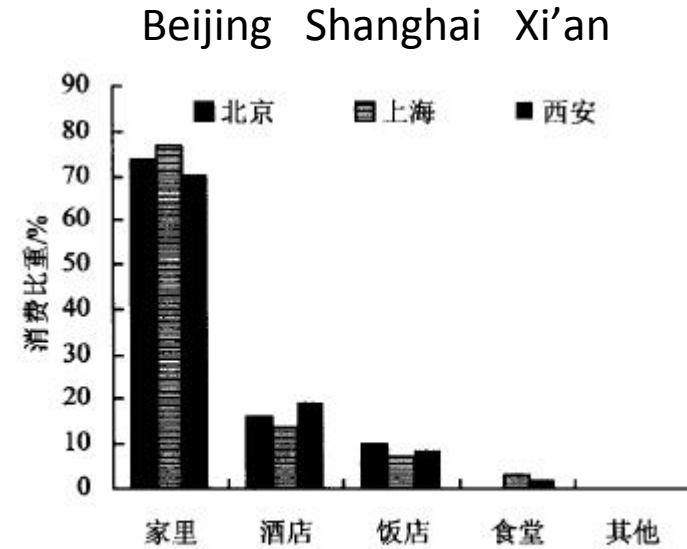


图6 居民水产品消费主要场所

Preferences on consumption occasion

Chinese Consumers Seafood Consumption Study

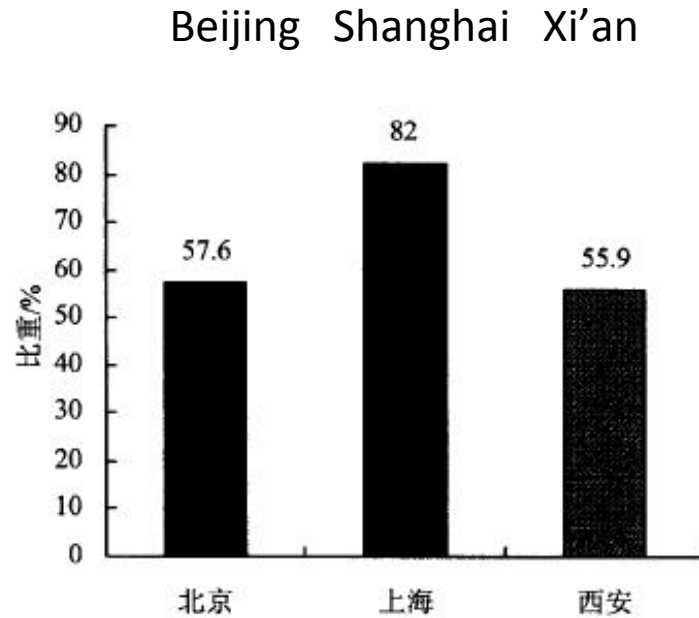


图7 不同地区居民对淡水产品与海水产品的选择性

Consumers preferences on seawater seafood

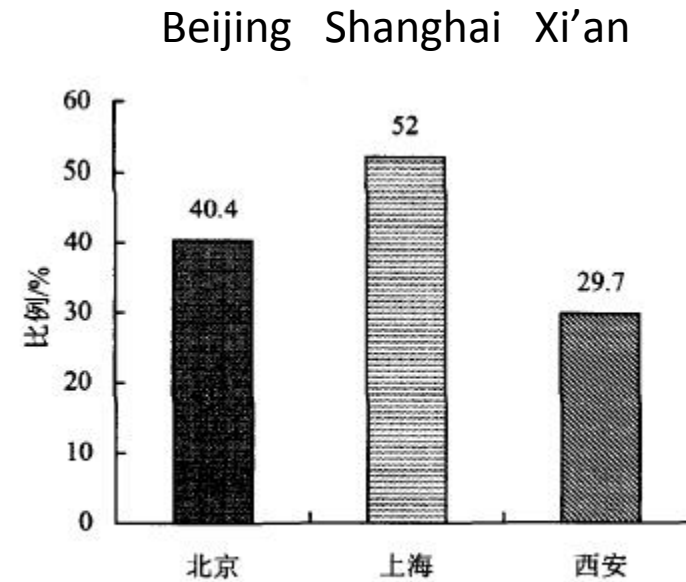


图8 不同地区居民对养殖产品与捕捞产品的选择性

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

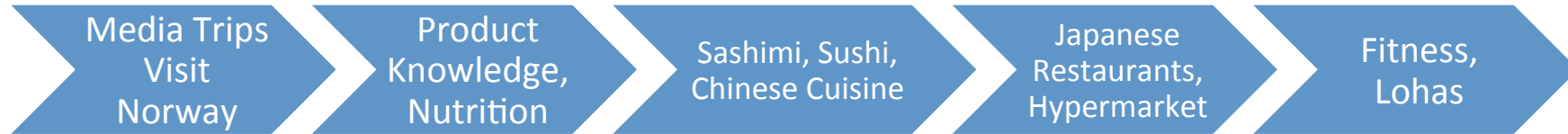
Successful Seafood Marketing Cases and Trends of Seafood Marketing in China

Seabridge Seafood Marketing Steps





Norwegian Salmon Marketing Steps



Norwegian Salmon Media Selection





Canadian Coldwater Shrimp Marketing Steps



Canadian Coldwater Shrimp Media Selection



Sina Gastronomy Blogs Coldwater Shrimp Figure

sina 新浪 BLOG 新浪首页 | 博客 | 管理博客 | 搜索 | 帮助

娱乐 体育 文化 情感 科技 财经 汽车 房产 教育 游戏 军事 星座 家居 育儿 **美食** 健康 图片 趣味 锐博客

美食博客

登录名: 密码: 记住登录名



2007北京的第一场冬雪：开胃剁椒虾

北极虾的秘密味觉：解冻手法是关键

食话] 粗心的游走：土豆泥北极虾 做一道最老土的北极虾菜肴
[食说] 五分钟搞定一道美味北极虾 待客九件事：北极虾三明治

- 北极虾的秘密味觉：解冻手法是关键 文怡
- 全球最性感的素食主义美女在吃啥？ 食尚小米
- 营养小学问：警惕茄子的3种错误吃法 katie

2007北京的第一场冬雪：开胃剁椒虾苗 胖星儿

- 私房秘籍：让红烧肉不腻人的小窍门 YOYO
- 瘦身蔬菜莴苣的几个营养要害 梓晴

活动公告

吾忆江南

江南，软软的名字 [\[全文\]](#)

- 冰山上的来客 炫飞博客
- “吃了吗”有奖活动博客征文
- [Sina中华美食荟萃图片征集](#)
- 北京巴黎人法餐厅网友试吃活动
- 2007中国乡村旅游飞燕奖
- [新浪视频播客有奖调查活动](#)

美食DIY

[把猪手汤熬得像牛奶一样浓稠的不败秘籍](#)
要想熬制出如牛奶一般洁白香滑的猪手汤，关键的一点就是在第一次煮滚后... [\[全文\]](#)

- 美媚版车厘子黑森林蛋糕 慧慧
- 吃不了要兜着走—剩虾打造5款美味 绿萍
- 小朋友的厨房乐—另类红烧肉 独目等待
- 食品真相大揭秘—自己在家DIY肉肠 阿丝四琳
- 私房秘籍：让红烧肉不腻人的小窍门 YOYO

祝你生日快乐—孜然洋葱牛肉丝 妖精mm

我就是懒又能怎样—榄菜肉末炒豆角 蓝茶

普通炒锅也能烤出纯香的小土豆 阿丝四琳

私房秘诀：鸡腿的12种幸福做法 胖星儿

我的佳肴也许是你的毒药——清蒸鲈鱼 绿萍

食尚主义

[美食博客新游戏：二十四轮过年来](#)
一桌团圆年夜饭，需要美食博客24位博友的鼎力参与，起哄凑热闹架秧子哈... [\[全文\]](#)

- 北极虾的秘密味觉：解冻手法是关键 文怡
- 对根格慕司情有独钟：QQ的美味 烟艇
- 全球最性感的素食主义美女在吃啥？ 食尚小米
- 领导的马屁也难拍：腊肉豆干蒜苗 胖星儿
- 一个嫁给了“乡下男人”的上海懒女人 留美坐家

迟到的另一半—酸酸甜甜的茄汁鱼片 风中紫墨

“吃”情江湖——娃娃菜杂菇煲 sunnyer

让家常回锅肉百吃不厌的独门做法 杨猫

零食是女人一个极为重要的人人 品位时尚

风尚没有定义—海苔肉松卷 朵朵

热点专题

- [项立刚与鼠尾草的爱情故事](#)
- [连载：中国女人吃不胖](#)
- [专题：西藏旅游地图大推荐](#)
- [推荐：后海酒吧地图全攻略](#)
- [推荐：中国最好的50家餐厅](#)

热点标签

厨房 营养 **减肥餐** 饭店 水果 烧烤 **自助餐** 火锅 西餐 沙拉 果汁 饮料 养生 **冰淇淋** 滋补 川菜 烤鸭 凉菜 餐桌 **美食DIY**

博客搜索

Womai E-commerce Platform Interface:

- Navigation: 首页, 进口食品, 地方特产, 生鲜食品, 社区, 我买酒, 我买团, 电子兑换, 中粮专区, 积分商城, 大宗团购
- Search: 所有商品分类, Q: 火锅, 搜索, 高级搜索, 热搜: 奶粉, 大枣, 柚子茶
- Product Categories: 休闲食品, 粮油, 酒类, 有机食品, 进口食品, 健康食品, 饼干蛋糕, 调味品
- Main Banner: Canada Wild Coldwater Shrimp 加拿大野生北极虾. 惊爆热促. 捕自北冰洋和北大西洋海域. 500g 装 ¥78. 35元. 立即购买
- Right Sidebar: 火锅汇5折起, 商城公告, 顺丰优选, SF EXPRESS, 顺丰速运, 顺丰优选, 官方旗舰店

Sfbest E-commerce Platform Interface:

- Navigation: 首页, 时令优选, 生鲜专区, 寰宇美食, 健康养生, 红酒廊, 雅朴会, 礼品卡, 企业客户
- Search: 荔枝, 在线客服, 销售/客服 4008-000-917
- Main Banner: Canada Wild Coldwater Shrimp 加拿大野生北极虾. 顺丰优选联合加拿大野生北极虾生产商协会. 加拿大直供 39.9元. 捕自北冰洋和北大西洋海域
- Right Sidebar: 最新动态, 优选商品, 7.7折限时抢购

Benlai E-commerce Platform Interface:

- Navigation: 首页, 每日鲜, 宅配, 母婴童, 早餐, 烘焙, 三文鱼预售, 促销, 排行榜, 礼品
- Search: 荔枝, 在线客服, 销售/客服 4008-000-917
- Main Banner: 超干净 超实惠 野生北极虾. 200米深海水域生长3-4. 海水带壳煮熟, 解冻即食. 原价¥59, 现价¥30.4/500g. 立即抢购
- Left Sidebar: 所有商品分类: 蔬菜水果, 肉禽蛋品, 水产海鲜, 母婴童, 奶制品, 粮油副食, 休闲食品, 酒水茶饮, 熟食面点, 进口食品, 有机食品

Tootoo E-commerce Platform Interface:

- Navigation: 首页, 每日鲜, 宅配, 母婴童, 早餐, 烘焙, 三文鱼预售, 促销, 排行榜, 礼品
- Search: 荔枝, 在线客服, 销售/客服 4008-000-917
- Main Banner: 加拿大野生北极虾. 200米深海水域生长3-4. 海水带壳煮熟, 解冻即食. 原价¥59, 现价¥30.4/500g. 立即抢购
- Left Sidebar: 所有商品分类: 蔬菜水果, 肉禽蛋品, 水产海鲜, 母婴童, 奶制品, 粮油副食, 休闲食品, 酒水茶饮, 熟食面点, 进口食品, 有机食品

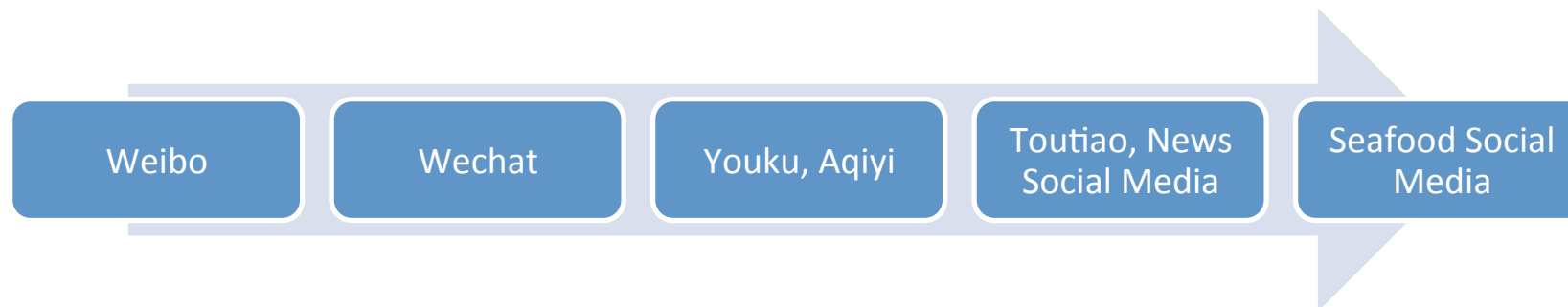
Womai, Sfbest, Benlai, Tootoo: Coldwater Shrimp E-commerce Promotion



Canadian Geoduck Marketing Steps



Canadian Geoduck Media Selection





Canadian Geoduck Articles Published on Toutiao

中国电信 01:14 八鲜过海 管理

全部 视频

满船通红：看大型拖网渔船如何一网打尽大西洋...
13994次播放 08-31 09:58

亚洲黑虎虾入侵美国和哥伦比亚，引起美国政府...
148163次播放 08-30 21:54

加拿大A级生猛象拔蚌：明星大厨操刀上阵，却被型男博主“独吞”
阅读96735 08-30 12:36

美女博主寻味全自动北极虾仁加工厂，现代化程度令人叹止！
阅读513 08-28 15:05

中国电信 01:15 八鲜过海 管理

全部 视频

气球海钓，巨型黄石斑鱼力大无比挣断大号铁板钩
4172次播放 08-25 16:59

象拔蚌的正确打开方式：利刃分割、猛火翻灼、刀刀鲜活！
阅读193849 08-25 16:06

登上海洋大虾号，开启捕捞北极虾的破冰之旅
阅读9830 08-24 15:45

美女博主亲历远洋北极虾破冰捕虾船，打破女人不能出海的陈规

中国电信 01:15 八鲜过海 管理

全部 视频

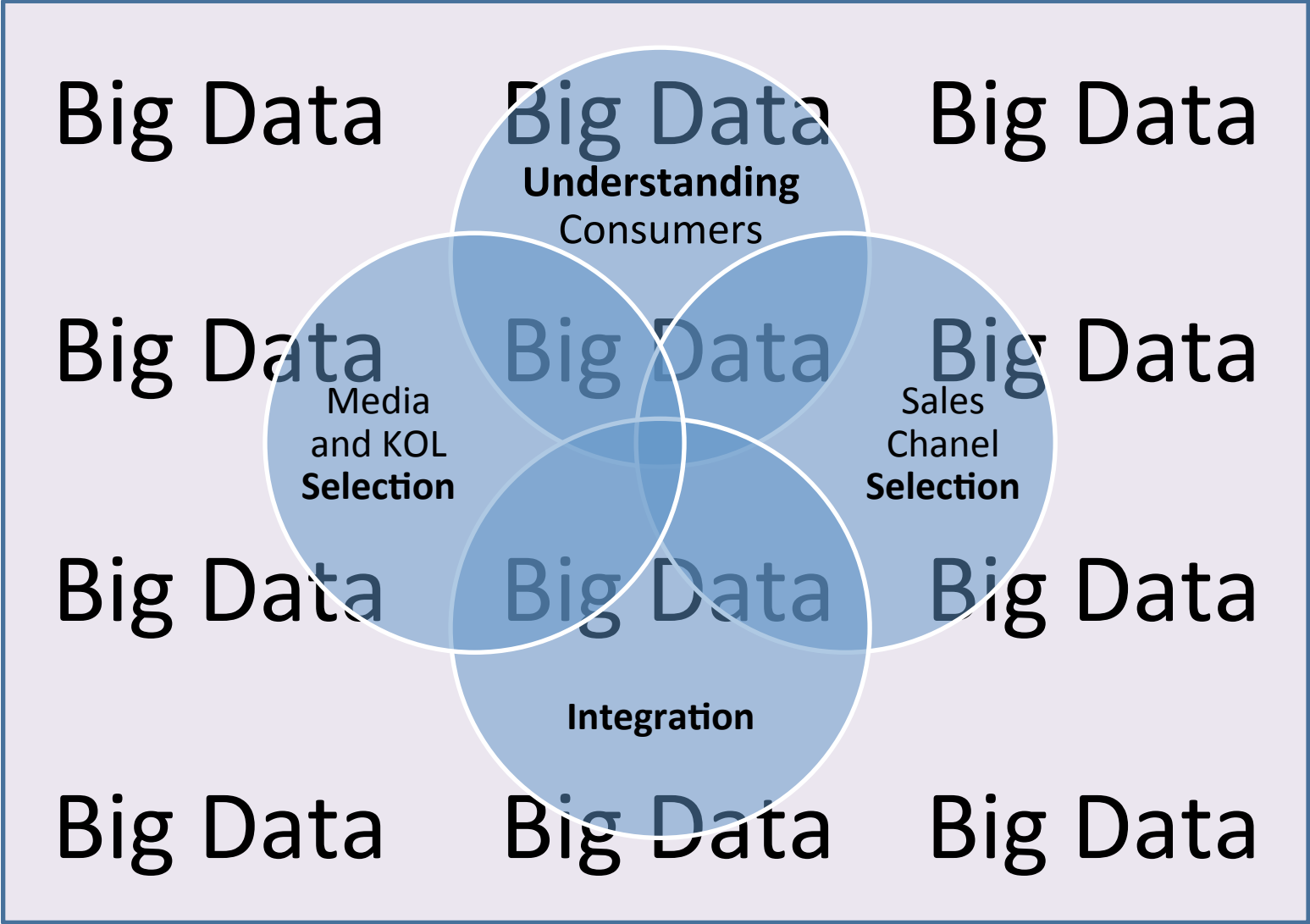
象拔蚌原来不是蚌，“残忍”吃货快刀分解
阅读811768 08-18 18:46

北极贝并非来自北极，你吃的北极贝也可能假的！
阅读30471 08-17 18:45

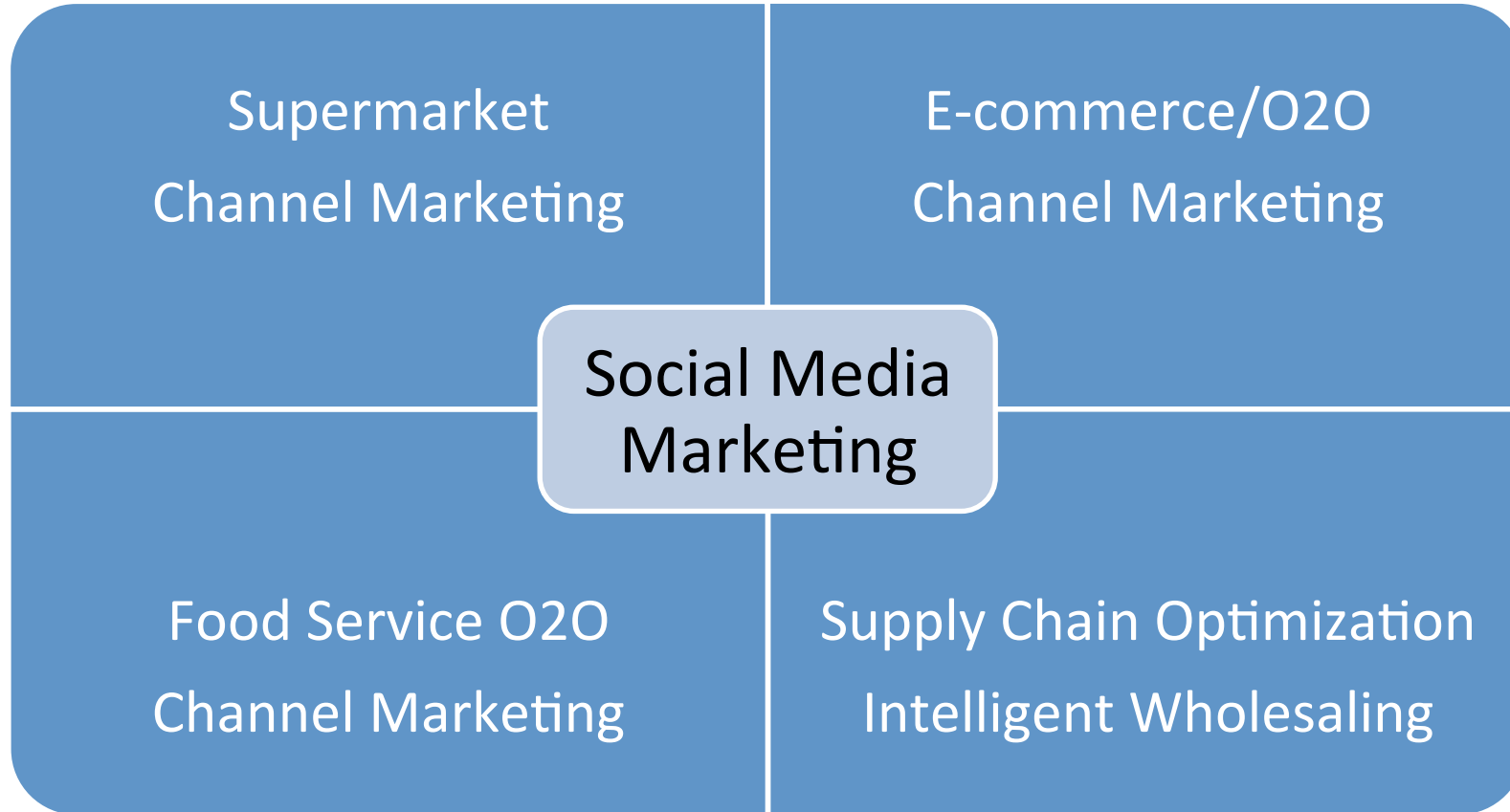
“地狱厨师”海钓丑陋鳗鱼，在渔船上烹饪出最鲜美...
75次播放 08-17 17:35

揭秘明星最钟爱的海鲜，属谢霆锋和舒淇最爱吃！

Seafood Marketing in China: 4 + 1

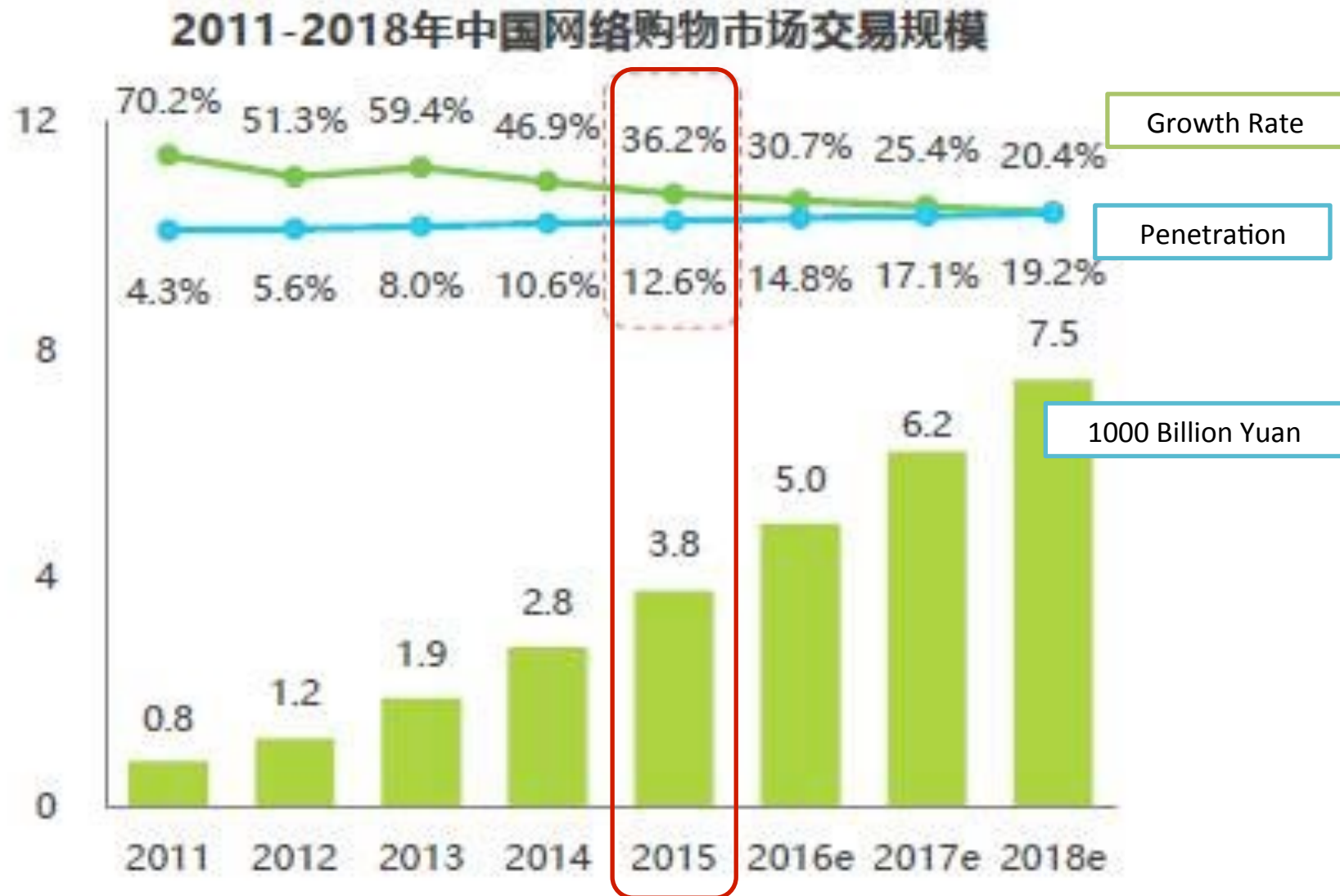


Seabridge Marketing System

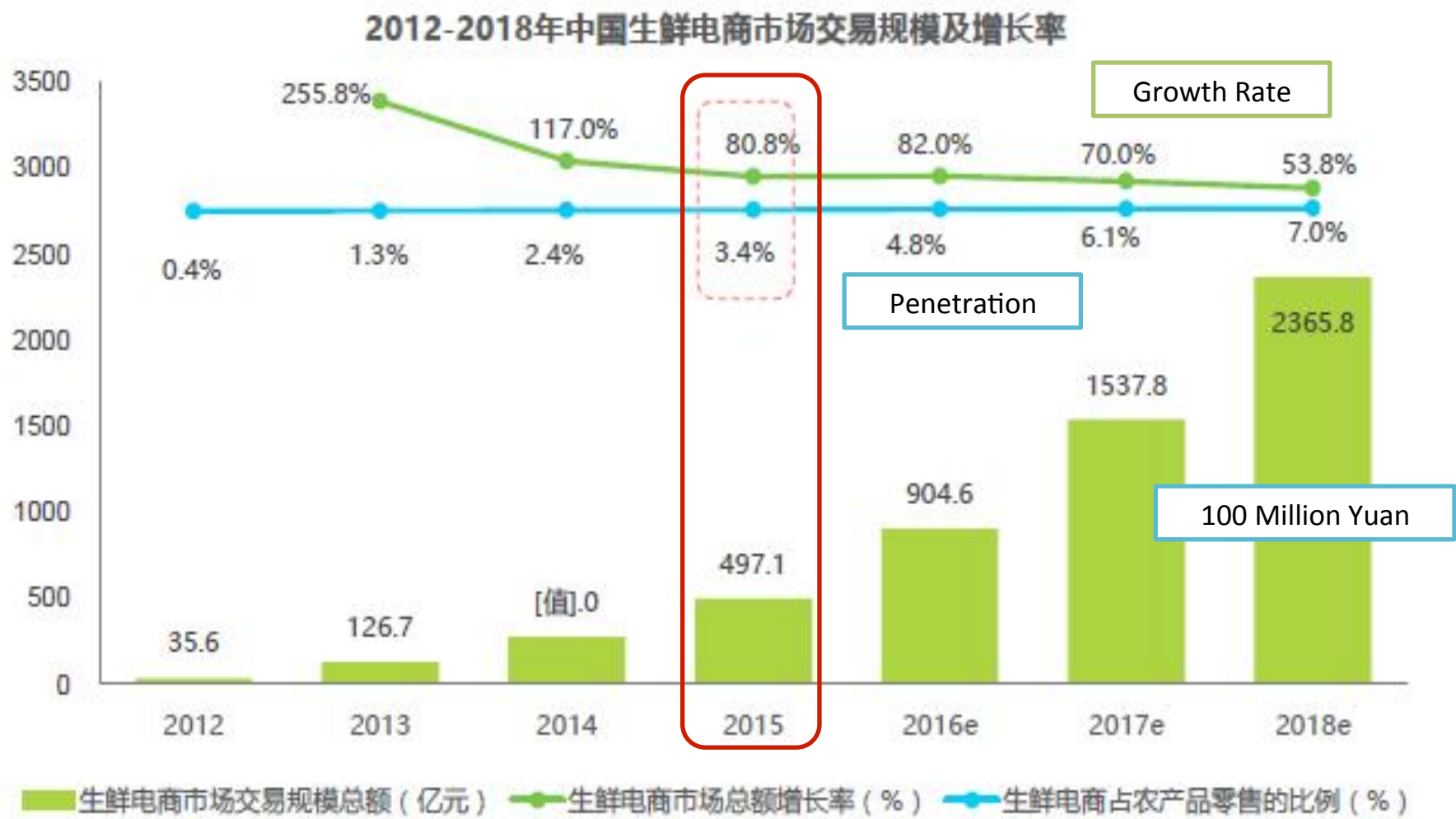


Fresh Food E-Commerce Development Trend in China

China B2C E-commerce Market Scale 2011-2018



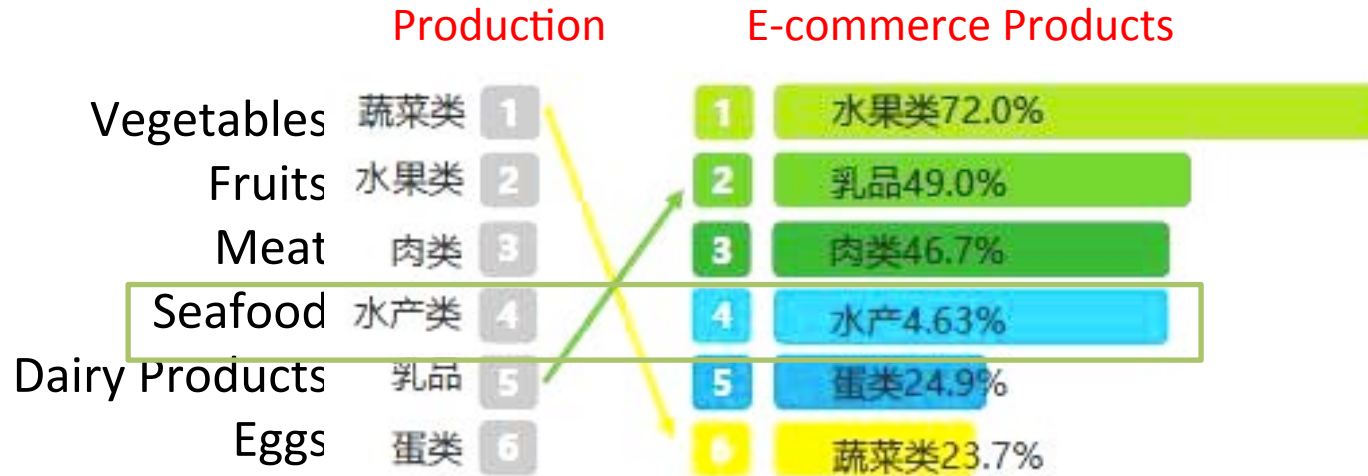
China B2C Fresh Food E-commerce Market Scale 2012-2018



i Research: <China Fresh Food E-commerce Market Study Report 2016>

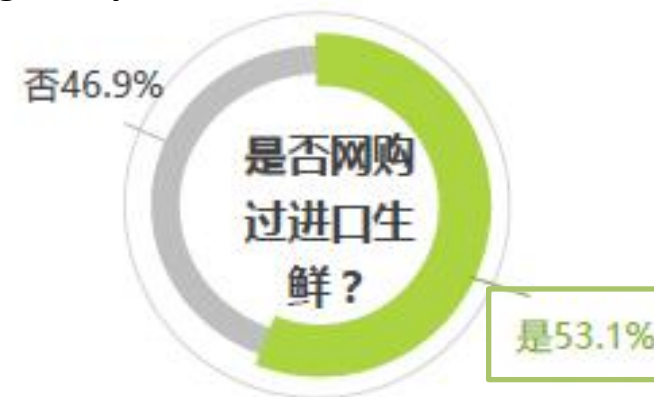
Among Fresh Food, **Fruits and Dairy Products** are More E-commercialized

2015 Fresh Food E-commerce VS. Production



网购用户2015年是否购买过进口生鲜

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



Reasons Why Consumers Buy Fresh Food On-line?

1 方便，省去了去超市购买的时间65.6%

Convenient, Save Time

2 价格比线下超市或市场便宜59.8%

Cheaper

3 品类更丰富44.0%

More Products On-Line

4 能购买进口产品38.0%

More Imported Products

5 品质比线下超市或市场更好29.7%

Better Quality

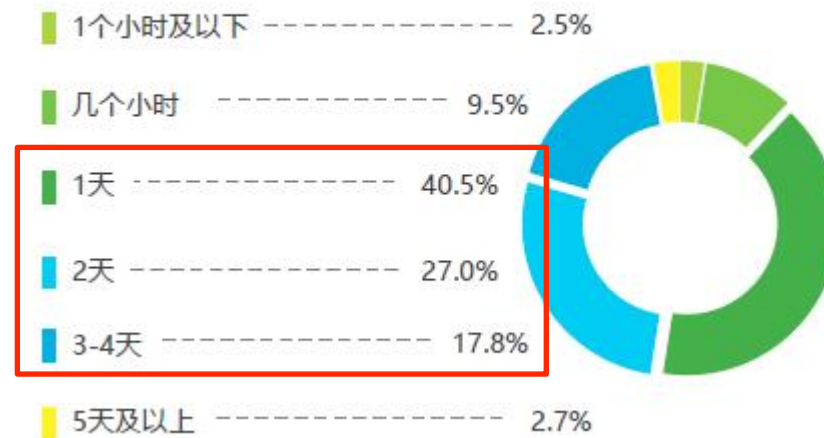
6 能购买到有机产品26.6%

Could Buy Organic Products

7 其他0.41%

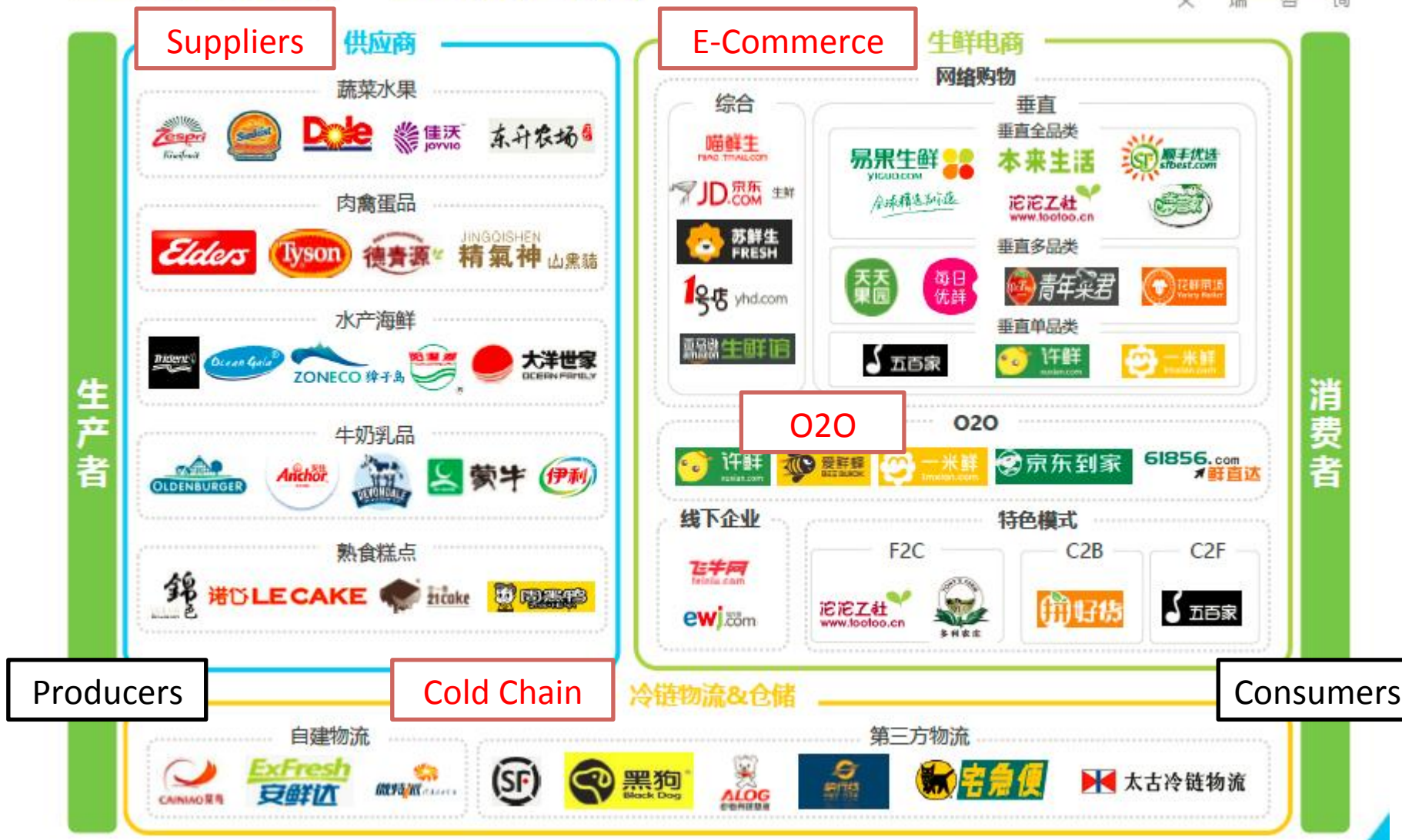
Others

网购用户2015年网购生鲜的快递时长
Fresh Food Fast Delivery Time after Order in 2015



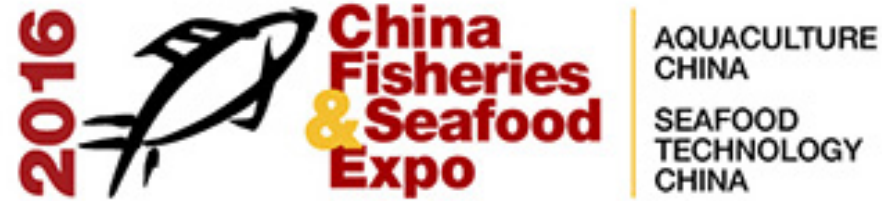
Fresh Food E-Commerce Major Players

生鲜电商产业链图谱



How Global Seafood Enters Into China Market

Step 1: Attend Professional Seafood Exhibitions, Meet Importers



Step 2: Advertising on Leading Seafood Media



40,000 visitors, 8% from Asia



33,000 visitors, 4.6% from Asia and Oceania



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%

Seafood Buyers from HoReCa, Supermarkets, E-commerce: 6%

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

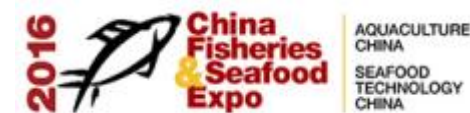


Step 5: Sell to Consumers Through E-commerce Companies



Seabridge Marketing provides services to connect with all these e-commerce companies

Global Seafood Enter Into China Market Steps



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 coastal 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



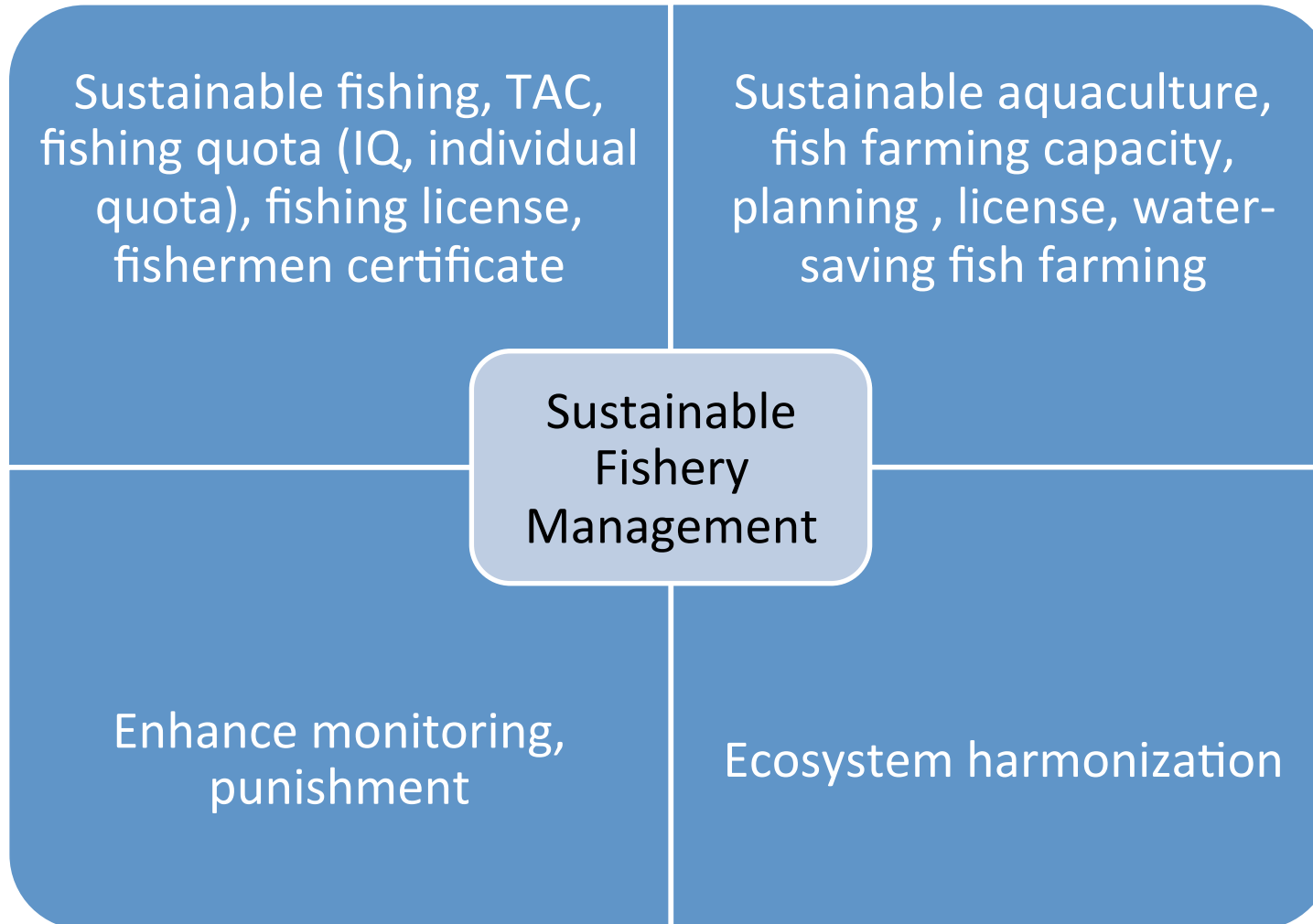
Xiangshan, Zhejiang Province, East China Sea: Destroying illegal fishing vessels



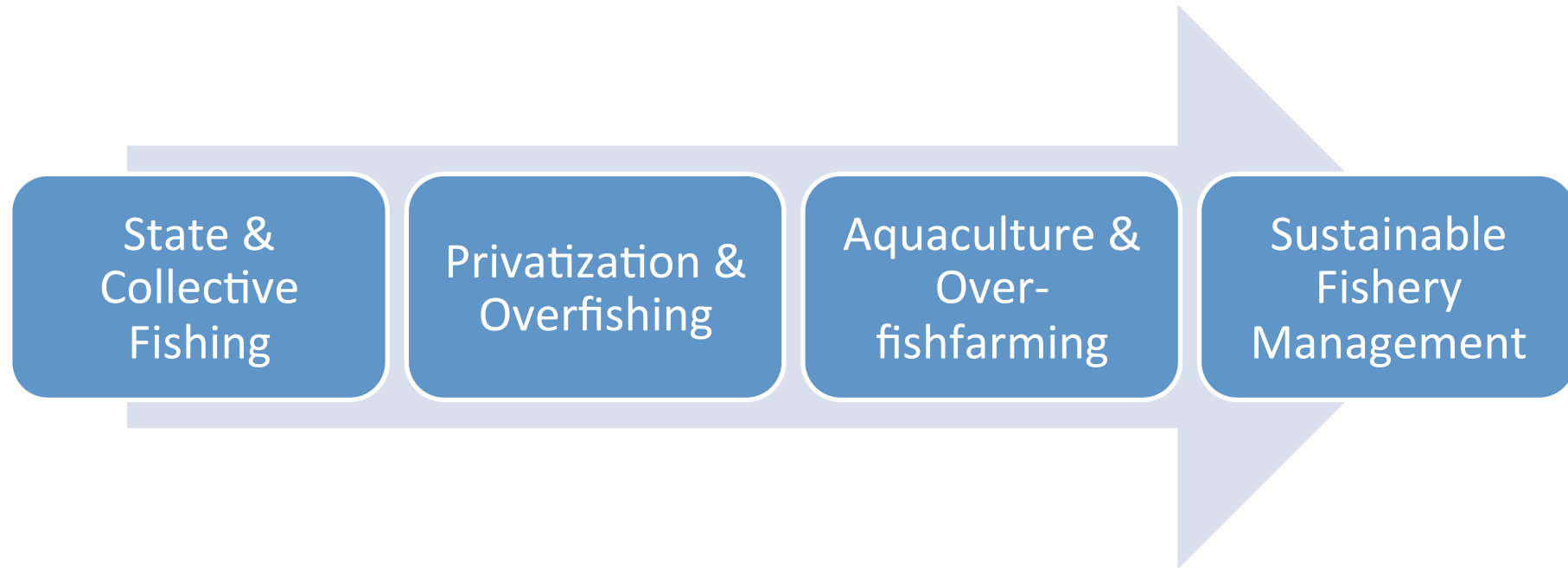
Selected highlights adjustment of 2015 version <Fishery Law>

- “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>



China's 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.
- Contact:
 - Fan Xubing, GM Beijing Seabridge Marketing Co.
 - Email: fanxb@seabridge-china.com
 - Phone: +86 13311369269, +86 10 58768918
 - Website: www.seabridge-china.com

