THE CHINA SEAFOOD EXPO

May.5-7.2017

Xiamen International Conference & Exhibition Center, China
Organizers

Fujian Provincial Department Of Ocean and Fisheries
Xiamen Municipal Government, P.R. China
China Aquatic Products Processing and Marketing Alliance
Fujian Aquatic Products Processing and Marketing Association

UNION FORSEA CORP
JAPAN FISHERIES ASSOCIATION
FISHNET
Taiwan Frozen Food Producers Association
Taiwan China Recreational Chart Boat Association
Shandong Fisheries Association
Guangdong Aquatic Products Processing and Marketing Association
Hainan Aquatic Products Processing and Marketing Association
Zhejiang Aquatic Products Processing and Marketing Association
Shanghai Fisheries Association
Fujian Chamber of Commerce of Aquatic Products in Shanghai
Forward

China International (Xiamen) Seafood Expo has been co-sponsored by China Aquatic Products Processing and Marketing Alliance and Fujian Aquatic Products Processing and Marketing Association in the recent consecutive 11 years. It has become a platform integrating a set of quality international seafood exhibition and trade, trade negotiations and exchange of information, listed as the second largest one in China and the largest one in South China. The 12th China International (Xiamen) Seafood Expo will continue to center around exhibiting and trading high-quality aquatic processing products, covering the cold storage, refrigeration, preservation, and processing equipment, and aquaculture, fishing, and cold chain logistics and transport equipment for the aquatic products.

With the total amount of seafood ranking the first in the world for sixteen consecutive years, China has become the most important seafood producing country in the world. Besides, China is also a country of large seafood trading and consuming capacity. With the sustained economic development and the improvement of people’s living standards, the huge potential in China for fish consumption has attracted the attention from the industry worldwide all the more. China International (Xiamen) Seafood Expo is one of the best platforms in the world for high-end seafood enterprises, processing enterprises, and traders to enter the Chinese market.

Xiamen is a coastal city founded, opened and developed on the basis of the sea. As a city by the sea, Xiamen has always been a hotbed of the development of seafood economy. Besides, as a famous "MICE Tourism" city, Xiamen is the most modern international seaport city in China. As defined by an American businessman early, "In the shortest possible time and the smallest space to make the greatest business with the least cost... ", China International (Xiamen) Seafood Expo must succeed, and we believe that all guests can seize new business opportunities and find surprises in this Seafood Expo.
VISITORS (2016)

32,782 / person times

EXHIBITORS (2016)

428 enterprises

DATA (2013-2015)

<table>
<thead>
<tr>
<th>Exposition</th>
<th>Exhibitors</th>
<th>Professional visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Domestic</td>
<td>Overseas</td>
</tr>
<tr>
<td></td>
<td>Domestic</td>
<td>Overseas</td>
</tr>
<tr>
<td>E/D/O</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>348</td>
<td>52</td>
</tr>
<tr>
<td>2014</td>
<td>404</td>
<td>84</td>
</tr>
<tr>
<td>2015</td>
<td>400</td>
<td>90</td>
</tr>
</tbody>
</table>

82.43% have the decision-making power or right in visitors

1. Order products/meet with suppliers 62.24%
2. Looking for new suppliers and search for the products 29.17%
3. Assess the future marketing plans 8.59%

Exhibits Percentage (2016)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Exhibit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Processed Aquatic Products</td>
<td>38%</td>
</tr>
<tr>
<td>2</td>
<td>Aquatic Fresh &amp; Frozen Products</td>
<td>28%</td>
</tr>
<tr>
<td>3</td>
<td>Equipments</td>
<td>24%</td>
</tr>
<tr>
<td>4</td>
<td>Logistic Service</td>
<td>4%</td>
</tr>
<tr>
<td>5</td>
<td>Feeds &amp; Fishery Drugs</td>
<td>4%</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>2%</td>
</tr>
</tbody>
</table>

About Overseas exhibitors
They were come from Italy, Danmark, Norway, American, Korea, Japan, Malaysia, Thailand, Poland, Chile, UK, Spain, Vietnam, Kuwait, Australia, Pakistan, Ecuador, India, Indonesia, Iceland...

www.fishexpo.cn
The number of booths: 1200
Exhibition Area: 21,000

China, Korea, Japan

Asia & Oceania: 42.9%
Japan: 35.6%
Europe: 9.7%
Americas: 11.8%

Satisfaction

Exhibitors
- 86%
- 88%
- 81%

Visitors
- 92%
- 93%
- 84%

Recommend Expo
Join the next Expo
Concurrent Events

Global Aquaculture Summit
The 7th China International Shrimp Industry Development Forum
China - Australia's Bilateral Communication Workshop
The 4th China Fish Meal and Fish Oil Working Meeting
China ASEAN Marine Product Exchange Investment Promotion
Canada Aquaculture Technologies Introduction & Trade Negotiation

Innovation Norway Bilateral Aquaculture Communication Workshop
Ecuador Aquaculture Technologies Introduction & Trade Negotiation
Peru Aquaculture Investment Promotion
E-commerce Promotion: fyydd.com
Russia Aquaculture Promotion
Aquaculture Innovations & Technologies Release Conference

Taiwan Grobest Group Promotion
Jinmen Aquatic Products Co Promotion
Fujian Province Policies on State Capital Investment on Fishery
Introduction of Information Solution for Fishery & Aquaculture Enterprises
Fujian Province Zhao’an Jindu Marine Biology Industry Park Promotion
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