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 @SAGB



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# Exploiting Potential New Markets for Shellfish



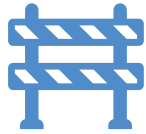
*Matthew Albon-Crouch, Agriculture, Food and Drink Attaché to Vietnam, Indonesia and Singapore*

Department for Environment, Food & Rural Affairs (Defra)





# What do Agri-food Attachés do?



**Broaden market access** for agri-food products, identify and remove **SPS barrier and technical barriers to trade** (e.g. certification, labelling, registration processes).



**Mitigate risks to current trade** (e.g. following public or animal health incidents or ensuring compliance with new import requirements).



**Develop networks to share approaches** to challenges, implementation of new regulatory measures and identify best practice.

Monitor and feed back **market intelligence, demand trends and future regulatory changes.**



**Support businesses** to establish and grow in market.



Provide a **key delivery mechanism for Defra's agri-food and international strategy objectives.**



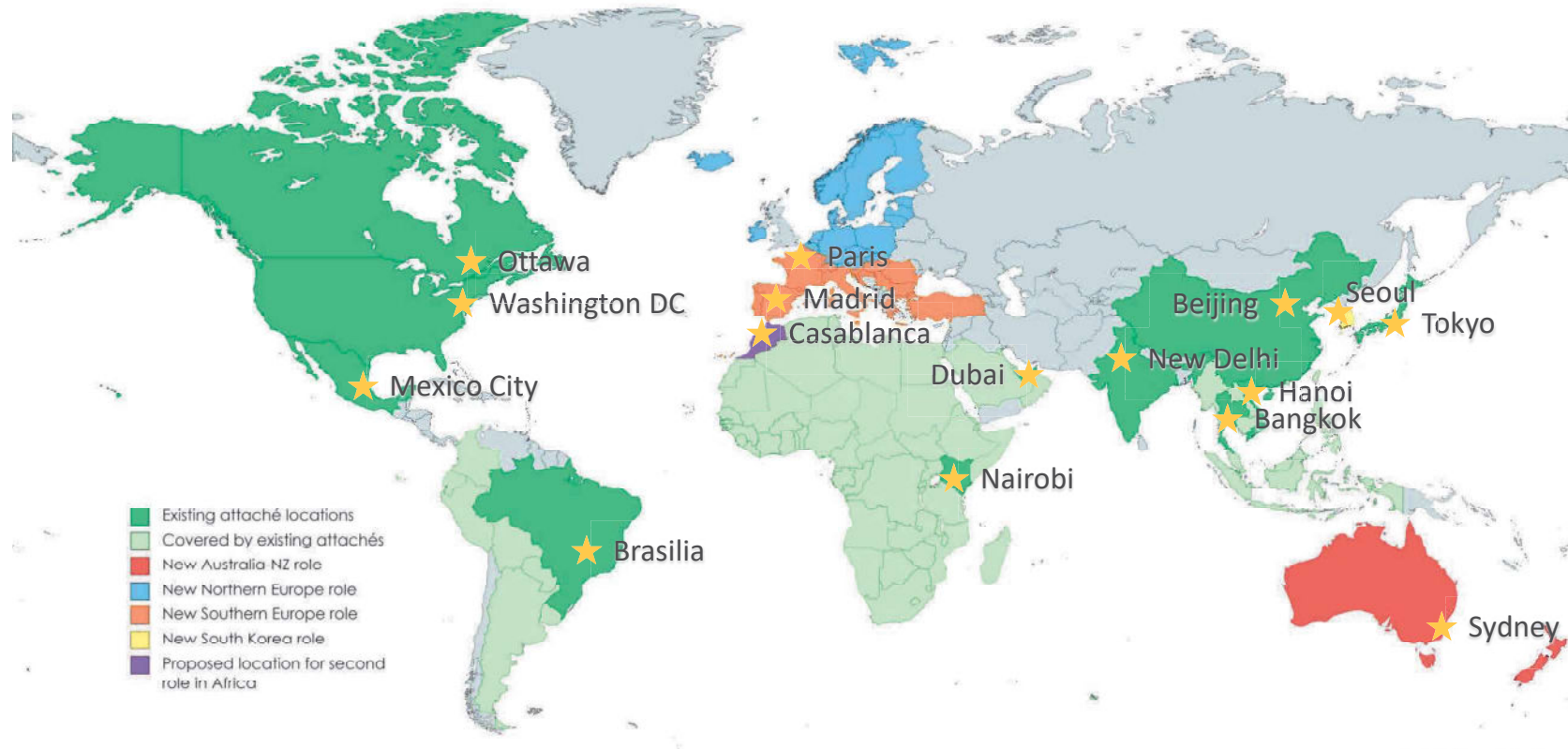
**Support engagement and visits** from ministers, CVO/CPO/CSO and senior officials

**Identify opportunities** in the market **to showcase UK food and drink.**





# Defra Agri-Attaché Network Reach





# Vietnam – Indonesia – Singapore Demographic & Economic Overviews

## Vietnam

- Rapidly emerging **middle class**, 13% in 2023, >50% by 2025.
- 2023 **GDP 13x larger than in 2000**, GDP per capita increased more than 10x during this period.
- **Seafood trade relationship already established**, with Vietnam exporting \$300b to UK in 2023.
- Vietnamese **seafood consumption** 37kg per person p/a, the **highest in S-E Asia**.
- **Modest UK shellfish import** relationship already established.

## Indonesia

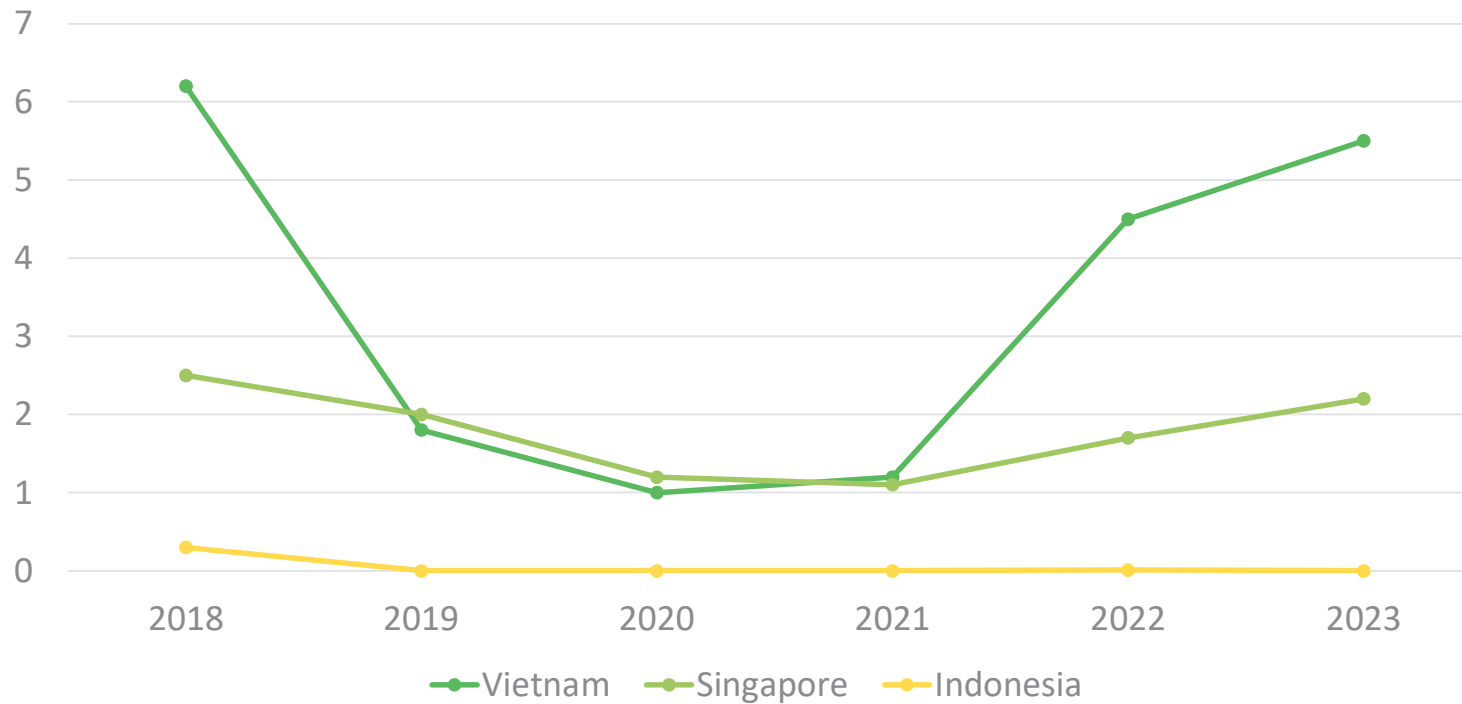
- Also a rapidly **expanding middle class**, relocating from rural to urban lifestyles bringing exposure to international foods.
- Rapid **growth of modern retail channels** in recent years.
- **4<sup>th</sup> largest grocery market** in Asia, and 75% of food-consumption value is from imported products.
- Shellfish imports in excess of **\$200m p/a**.
- Seafood consumption per person **c.6.2kg p/a**.

## Singapore

- Consistently falls within the global **top 5 GDP per capita**.
- **Modest UK shellfish import** relationship already established
- **Consumer prices in Singapore** anywhere between **10-30% higher than UK**; can command higher prices for shellfish.

# Shellfish Exports

Value of UK Shellfish Exports to Vietnam, Singapore and Indonesia 2018 – 2023 (£m)





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# Vietnam Trade Opportunities



## Highlights

- UK Vietnam FTA signed in 2020, majority of shellfish **tariffs 0% or reducing to 0%**.
- **Stable alternative to China**
- **Carcass balance** benefits
- **Geographical Indication (GI) Products**

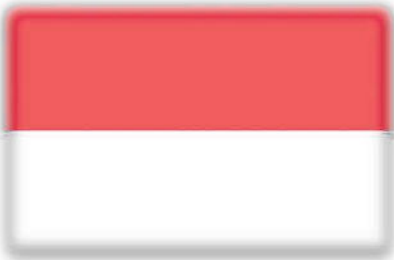
## Market entry pointers

- Working with **reputable importer** crucial
- Work with DBT/DEFRA/BE Hanoi
- Consider **live** exports
- Adventurous **marketing strategies**



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# Indonesia Trade Opportunities



## Highlights

- Largely **low shellfish tariffs**
- Seafood is the **most popular meat** consumed
- **Shrimp** in particular viewed as a **premium** product

## Market entry pointers

- Sourcing a **specialist seafood importer** and distributor (DBT can help).
- Work with DBT/DEFRA/BE Jakarta
- Focus on **health and environmental benefits** of your product(s)
- Consider **cultural/religious opportunities**





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# Singapore Trade Opportunities



## Highlights

- High **price point**
- **Ease** of doing business
- Largely **0% tariffs**
- **British shellfish perfectly matched** to Singaporean cuisine
- **Regional export hub**

## Market entry pointers

- Large **British contact base**
- Focus on **retail**
- Work with **importer**



## HMG Sector Support

- **Seafood Export Package** first tranche 2022-2025.
- Since the package was launched it has delivered:
  - UK pavilions at **7 Seafood Expos including**: Seafood Expo Global (Barcelona, Spain), Seafood Expo North America (Boston, USA), Seafood Expos in Qingdao, China and Tokyo, Japan.
  - **5 meet the buyer trade missions** /activities with China, UAE, Thailand and Brazil
  - and the recruitment of **3 specialists** in the UK, USA and China.
- In May 2023 at the Farm to Fork Summit the Seafood Export Package was **extended from 2025-2028 with additional £1m funding.**
- DBT **International Trade Advisers** (ITAs)
- DBT **Export Support Service** (ESS): In – market business matching guidance and market insight



# Questions?



# 54th Annual Conference

Shellfish Association of Great Britain

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