

Ben Ying

British Consulate, General Shanghai

 @SAGB



Shellfish
Association of Great Britain



Llywodraeth Cymru
Welsh Government



Department
for Environment
Food & Rural Affairs



The
FISHMONGERS'
Company's

FISHERIES CHARITABLE TRUST

SEPAmatic



NATURAL
ENGLAND



Crown Estate
Scotland
Oighreachd a' Chrùin Alba

seafish



Marine
Management
Organisation



Department for
Business & Trade



Department
for Environment
Food & Rural Affairs

China Market Overview and Opportunities for Shellfish

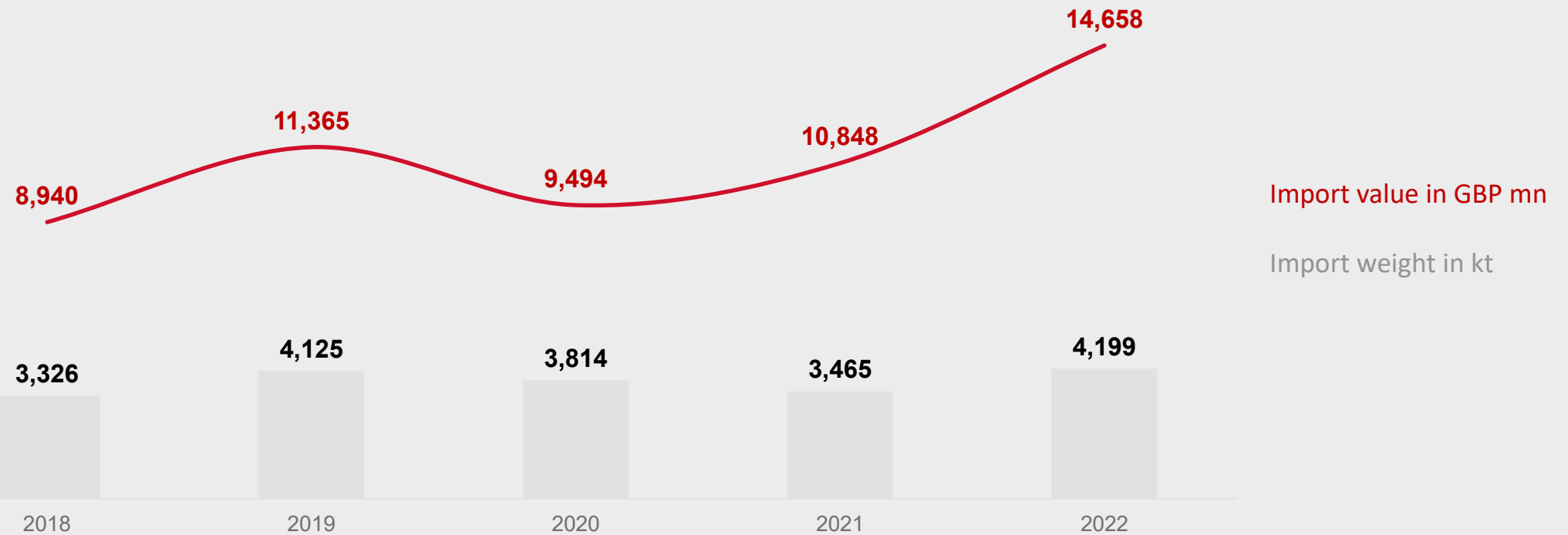
Ben Ying



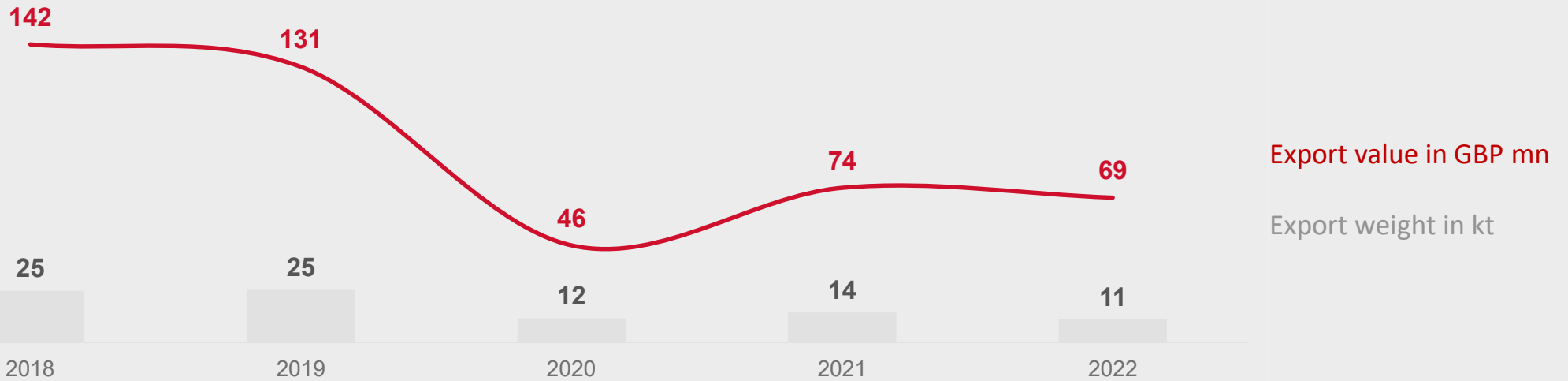
Introduction

- Ben Ying, Seafood Specialist
- Specialist role is part of the DBT/Defra Seafood Exports Package.
- China was identified as a key market for the package.
- The UK already has a strong presence in the Chinese market, with a range of exports.
- Not all UK seafood exports to China are for Chinese consumers.
- UK focus is on the high-end, low volume premium market.

China Seafood Imports



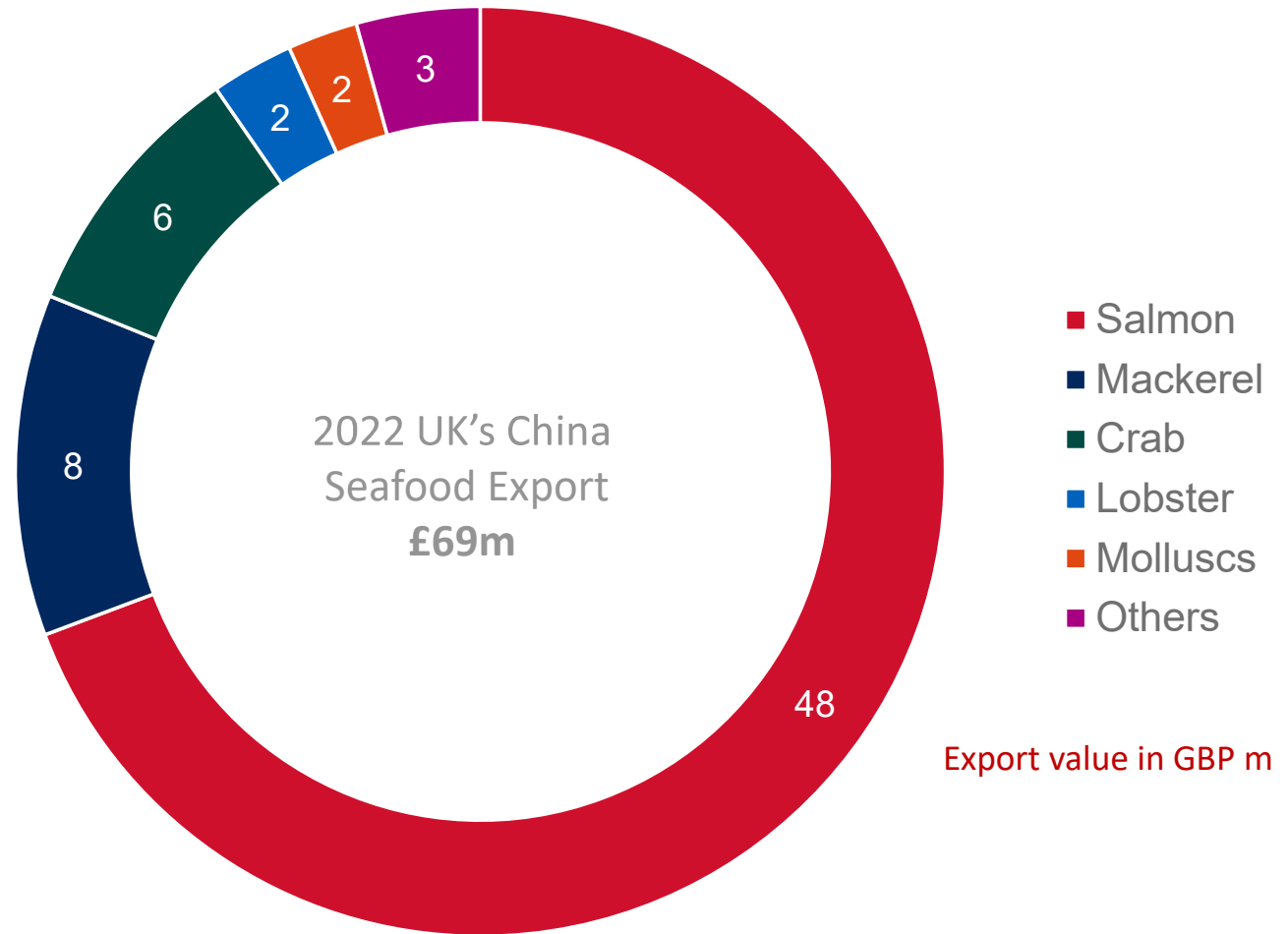
UK's China Seafood Exports



Export Portfolio

Crab
6m

Lobster
2m



Source: UK Seafood Trade & Tariff Tool by Seafish, May 2023

Crab Opportunity

Cooked frozen brown crab

Food service:

- Curry crab
- Fried crab
- Chili crab



Whelk Opportunity

Cooked frozen whelk in shell

Food service:

- Hotel buffet
- Japanese buffet



Langoustine Opportunity

Frozen langoustine

Food service:

- Japanese buffet



Key Activities

Barcelona Seafood Show:

- Visited **3 Pavilions (Scotland, Wales and the UK)** with key buyers from China to showcase the finest UK seafood **in April**

Chinese Buyer Inward mission:

- **5 professional Chinese buyers** visited the UK **in May**

SIAL China:

- **UK langoustine promotion** in SIAL China **in May**

Salmon Conference:

- **500+ salmon industry stakeholders** to gather in Shanghai **in Aug**

Qingdao Seafood Show:

- **Joint UK pavilion** hosted by Defra, DBT and Seafish etc. **in Oct**

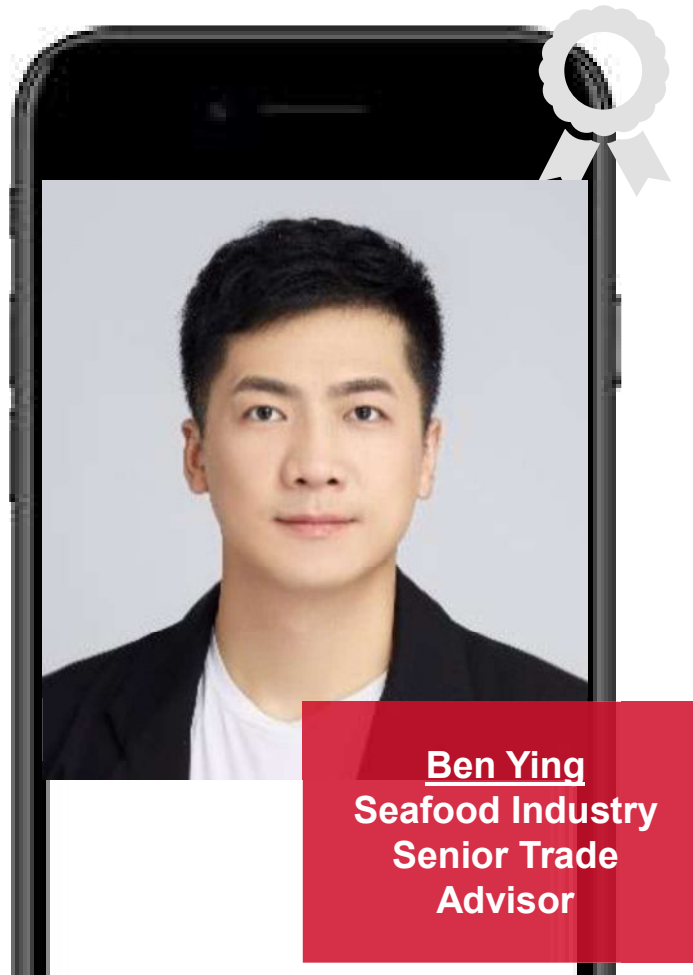
SIAL CHINA



DBT Team in China



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Market Access

- Deadline for exporters to China to submit modification applications is **30 June**
- Contact for registration to China is: exports@apha.gov.uk