

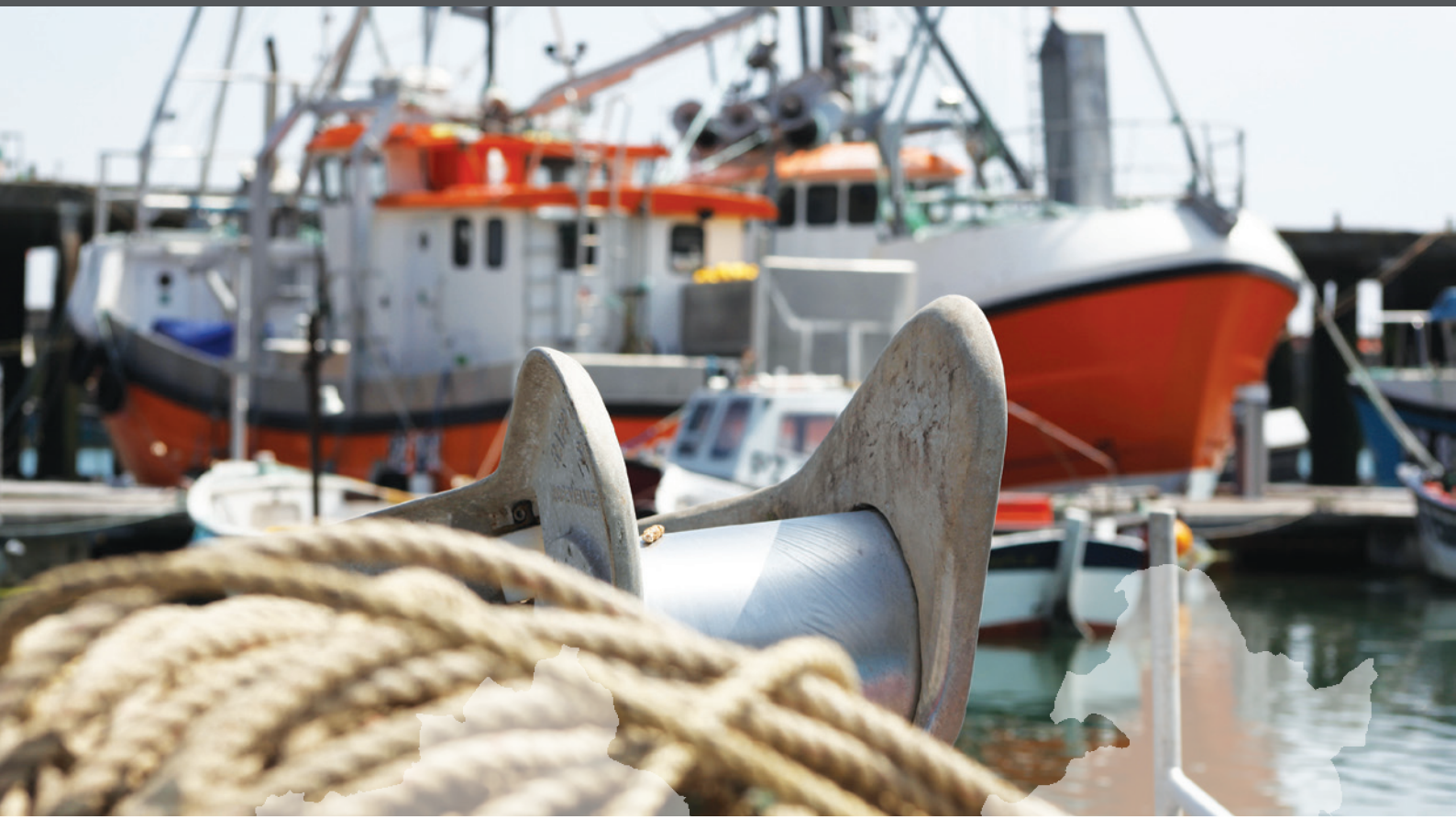


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# Export Guide: **China**

**Market Research Report**



China-Britain  
Business Council  
英中贸易协会

# CBBC RESEARCH

## **Sea Fish Industry Authority The Seafood Market in China**

BSS18/3985

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## 1. EXECUTIVE SUMMARY

### **The Seafood Market in China**

China is a large and growing market for seafood which was valued at RMB 53 billion (GBP 6.2 billion) in 2017.<sup>1</sup> Chinese consumers are predicted to consume an average of 35.9kg of seafood per annum by 2020 and, due to the varying popularity and availability of seafood in China, this figure has already been exceeded in some cities and provinces. As a result of geographic and economic factors, consumers in coastal and/or urban areas of China consume more seafood than those who reside elsewhere, although the growth rate of seafood consumption in rural areas has slightly exceeded that within urban areas over the last few years.

China produces both wild-caught and cultured seafood, which in combination totalled 70.0 million tonnes in 2017, a 1.4% increase from 2016. Although production of cultured seafood has grown in recent years, it has fallen for wild-caught seafood. This decrease is potentially due to stricter policies limiting commercial fishing for environmental reasons – barriers that the cultured seafood industry has not faced. Overall, cultured seafood of both the ocean-cultured and freshwater-cultured varieties is more popular than wild-caught seafood among Chinese consumers. Most seafood is produced by China's coastal provinces, and in particular by Shandong, Guangdong, and Fujian.

China also imports seafood, and this market for imported products is experiencing growth following the general rise in incomes in China as well as a series of food safety scandals affecting China-made produce. China imported 4.9 million tonnes of seafood in 2017, a figure predicted to reach 10 million by 2020. Russia, the United States, and Canada are the three largest exporters of seafood to China.

Offline retail, food services, and E-commerce are all major channels in the distribution of food and drink products in China, with these channels' total sales reaching a value of RMB 36.1 trillion (GBP 4.2 trillion) in 2017. Among these channels, the growing trend of new retail within offline retail and the rising popularity of E-commerce platforms are emerging as channels of particular interest.

### **Exporting Seafood to China**

Exporting seafood to China is a process that involves a number of Chinese and UK government bodies. Exporters are also advised to consider the following areas and related aspects:

- Intellectual property registration;
- Market access;
- Standards compliance;
- Export and manufacturer registration;
- Labelling requirements.

### **Doing Business in China**

As noted above, there are a range of regulations, tariffs, and labelling requirements faced by companies doing business in China, all of which require consideration. When exporting to China it is also important to remember that some business practices may be significantly different than those found in the UK, therefore it is important for exporters to work with flexibility and an understanding of how business cultures can differ.

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<sup>1</sup> For all values in this report the following currency conversion rate is used: GBP 1 = RMB 8.6  
<https://finance.yahoo.com/currency-converter/> This rate was correct on 24<sup>th</sup> December 2018



## 2. OVERVIEW OF THE SEAFOOD MARKET IN CHINA

Seafood is a significant part of the food and beverage market in China. With a long coastline and a vast network of rivers, seafood has historically played a major role in Chinese cuisine. In addition, as with many markets in recent decades in China, the increase in availability of imports is reflected in consumers' changing tastes and new market opportunities becoming available to Chinese and international companies alike.

### **2.1 Size of the Seafood Market in China**

China has a population of approximately 1.4 billion and a market for seafood that has been growing for many years.<sup>2</sup>

#### **2.1.1 Seafood Consumption**

In the first six months of 2017, seafood consumption by Chinese consumers increased by 17.1%, with the total value of the seafood consumed reaching RMB 27.8 billion (GBP 3.2 billion).<sup>3</sup> By the end of 2017, China's imported seafood market was worth RMB 53 billion (GBP 6.2 billion).

By 2020, Chinese buyers are predicted to consume 35.9kg of seafood per capita annually and in some cities, including Shanghai, consumption has already surpassed 40kg per capita annually.<sup>4</sup>

#### **2.1.2 Food Culture and Regional Consumption**

Food, including seafood, plays an important role in Chinese culture because many types of food have meanings and traditions associated with them.<sup>5</sup> These meanings are often based on homophones and word play which are common in tonal rich Mandarin Chinese. As an example, the pronunciation of the word "fish" in Chinese is similar to that for "surplus" and therefore eating fish has connotations of wealth and prosperity, leading to it often being served during the Chinese Spring Festival in late January or February, and in other celebrations.

As a diverse country, there are regional variations in seafood consumption across China. Historically, seafood consumption in China's coastal cities was greater than that in inland cities for geographical reasons. Following China's economic development and consumers' increasing disposable incomes, consumption in coastal cities has increased further due to these cities often being located in China's more developed regions, while there is a growing preference throughout China for consuming expensive, high quality, and imported seafood.

Urban residents consume more seafood than their rural counterparts: China's seafood consumption per capita in 2016 was 14.8kg and 7.5kg in urban and rural areas, respectively.<sup>6</sup>

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<sup>2</sup> <http://www1.wfp.org/countries/china>

<sup>3</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

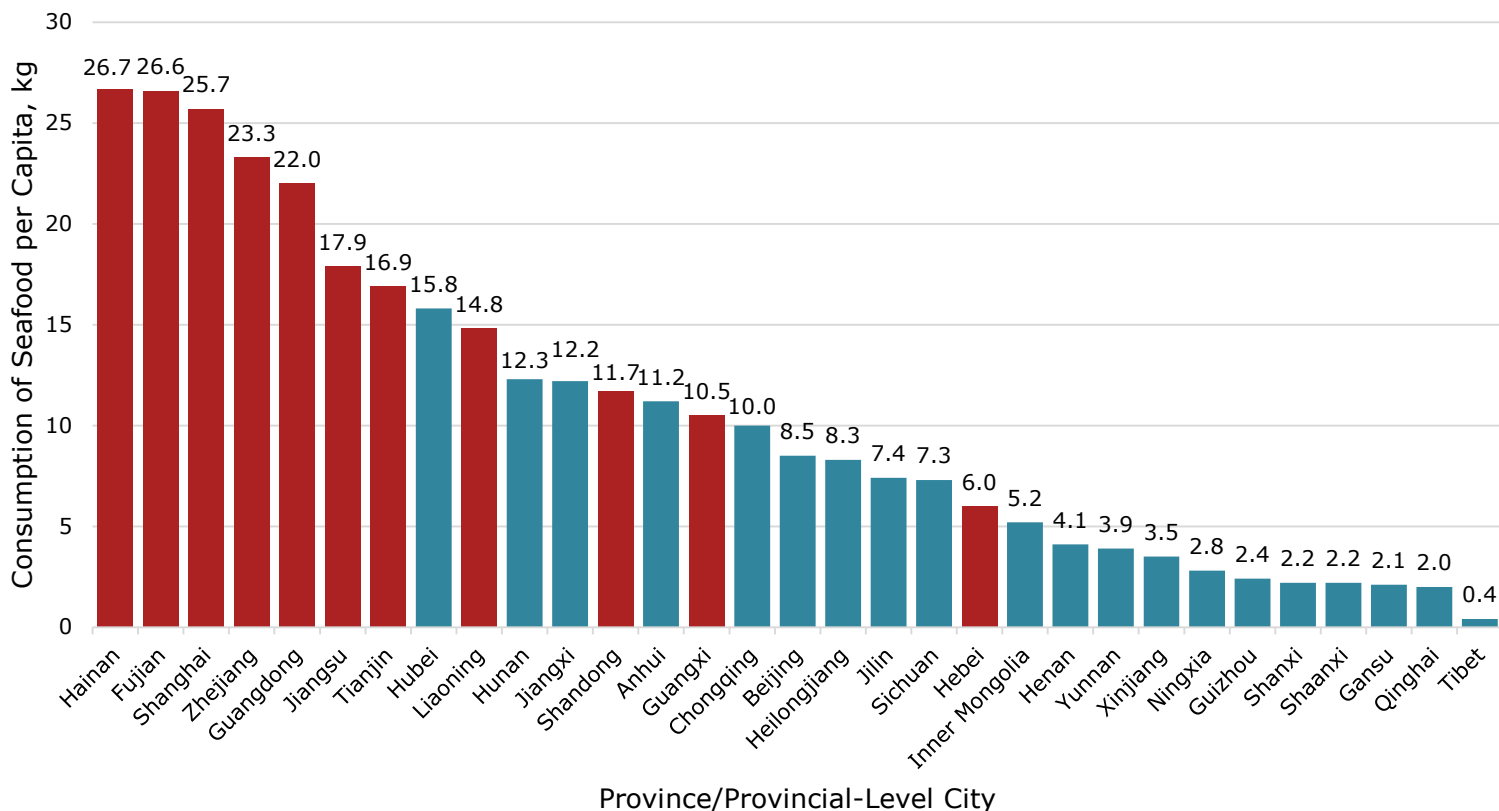
<sup>4</sup> <http://www.food-exhibitions.com/Market-Insights/China/China-seafood-market-update-Imports-ecommerce>

<sup>5</sup> [https://britishmuseum.org/pdf/Chinese\\_symbols\\_1109.pdf](https://britishmuseum.org/pdf/Chinese_symbols_1109.pdf)

<sup>6</sup> <http://www.stats.gov.cn/tjsj/ndsj/2017/indexeh.htm>

**Chart 1: Per Capita Consumption of Seafood across China in 2016, kg<sup>7</sup>**

*Note: Coastal provinces are indicated in red.*



### 2.1.3 Seafood Production

China is one of the world's largest seafood producers. The seafood industry grew steadily in the first six months of 2017 before declining towards the end of the year, and over the course of the whole year seafood production in China reached 70.0 million tonnes, a 1.4% increase on the 2016 value (69 million tonnes). In comparison, between 2015 and 2016 the seafood market's growth rate was 3%.<sup>8</sup>

#### Wild-Caught Seafood

Wild-caught seafood production has decreased in recent years. In 2017, China's total wild-caught (non-cultured) seafood totalled 16.2 million tonnes, a 7.7% decrease from 2016, potentially due to the ongoing effects of the zero-growth threshold policy that the [State Ocean Administration](#) ("SOA") implemented in 1999, which restricts China's annual catch in order to conserve marine resources.<sup>9</sup>

In 2017, following increasingly strict fishing supervision by the [Ministry of Agriculture and Rural Affairs](#) ("MOA"), 4,000 fishing boats were seized and 30,000 illegal fishing tools and nets were destroyed. The MOA aims to further reduce total wild-caught production within Chinese territory to approximately 10 million tonnes by 2020.

In 2017, the MOA also extended its three-month spring fishing ban in the Yangtze River - which was originally introduced in 2002 - by one month so as to conserve freshwater stock.

#### Cultured Seafood

<sup>7</sup> <http://www.stats.gov.cn/english/>

<sup>8</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

<sup>9</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)





China is the world's largest cultured seafood producer, accounting for more than 60% of global production. Total cultured seafood production in China in 2017 was 53.7 million tonnes, a 4.5% increase from 2016.<sup>10</sup> Cultured seafood is popular within China, comprising 76.8% of total seafood during 2017.<sup>11</sup>

The volumes of ocean-cultured seafood production and freshwater-cultured production in China grew annually by 19.4% and 20.2% respectively between 2012 and 2016, higher than the long-term overall annual average between 1980 and 2016 of 10.0%.<sup>12</sup>

Tables 1 to 3 and Figure 1 (*below*) show China's seafood production in further detail, and also demonstrate the regional variations that exist.

**Table 1: Ocean and Freshwater Seafood Production in China 2013 to 2017, 1,000 tonnes<sup>13</sup>**

| Product                         | 2013          | 2014          | 2015          | 2016          | 2017          |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|
| <b>Total seafood production</b> | <b>61,720</b> | <b>64,615</b> | <b>66,996</b> | <b>69,012</b> | <b>69,965</b> |
| • Ocean seafood production      | 31,388        | 32,962        | 34,096        | 34,901        | N/A           |
| ○ Wild-caught                   | 13,996        | 14,835        | 15,340        | 15,270        | N/A           |
| ○ Cultured                      | 17,392        | 18,126        | 18,756        | 19,631        | N/A           |
| • Freshwater seafood production | 30,332        | 31,653        | 32,900        | 34,111        | N/A           |
| ○ Wild-caught                   | 2,307         | 2,295         | 2,278         | 2,318         | N/A           |
| ○ Cultured                      | 28,024        | 29,358        | 30,623        | 31,793        | N/A           |

**Table 2: Seafood Production by Type in China 2013 to 2017, 1,000 tonnes<sup>14</sup>**

| Product                             | 2013          | 2014          | 2015          | 2016          | 2017          |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|
| <b>Cultured seafood products</b>    | <b>45,416</b> | <b>47,484</b> | <b>49,379</b> | <b>51,424</b> | <b>53,740</b> |
| • Fish                              | 25,940        | 27,219        | 28,458        | 29,503        | N/A           |
| • Shrimp, prawns, and crab          | 3,670         | 3,993         | 4,126         | 4,409         | N/A           |
| • Shellfish                         | 12,984        | 13,417        | 13,846        | 14,474        | N/A           |
| • Algae                             | 1,865         | 2,013         | 2,098         | 2,178         | N/A           |
| • Other                             | 857           | 841           | 852           | 860           | N/A           |
| <b>Wild-caught seafood products</b> | <b>16,303</b> | <b>17,131</b> | <b>17,617</b> | <b>17,588</b> | <b>16,225</b> |
| • Fish                              | 10,379        | 10,481        | 10,737        | 10,896        | N/A           |
| • Shrimp, prawns, and crab          | 2,626         | 2,723         | 2,739         | 2,713         | N/A           |
| • Shellfish                         | 820           | 814           | 810           | 820           | N/A           |
| • Molluscs                          | 664           | 677           | 700           | 716           | N/A           |
| • Algae                             | 28            | 25            | 26            | 24            | N/A           |
| • Other                             | 434           | 383           | 414           | 431           | N/A           |

Figure 1 and Table 3 show details of China's eight largest seafood producing provinces in 2017.

**Figure 1 and Table 3: Eight Provinces Producing the Most Seafood in China in 2017, 1,000 tonnes<sup>15</sup>**

<sup>10</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

<sup>11</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

<sup>12</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

<sup>13</sup> <http://www.stats.gov.cn/tjsj/ndsj/2017/indexeh.htm>

<sup>14</sup> <http://www.stats.gov.cn/tjsj/ndsj/2017/indexeh.htm>

<sup>15</sup> <http://www.stats.gov.cn/tjsj/ndsj/2017/indexeh.htm>



| Province             | Total production | Cultured production | Wild caught production |
|----------------------|------------------|---------------------|------------------------|
| Shandong             | 8,680            | 6,415               | 2,265                  |
| Guangdong            | 8,335            | 6,726               | 1,609                  |
| Fujian               | 7,446            | 5,205               | 2,240                  |
| Zhejiang             | 5,945            | 2,270               | 3,675                  |
| Jiangsu              | 5,076            | 4,212               | 864                    |
| Liaoning             | 4,794            | 3,911               | 883                    |
| Hubei                | 4,654            | 4,361               | 293                    |
| Guangxi              | 3,208            | 2,483               | 724                    |
| <b>Total (China)</b> | <b>64,453</b>    | <b>49,060</b>       | <b>15,393</b>          |

Shandong Province produced the most seafood in 2016, while Guangdong Province produced the most cultured seafood. This is due to these provinces' coastal locations and abundant freshwater resources.

## **2.2 Size of the Imported Seafood Market**

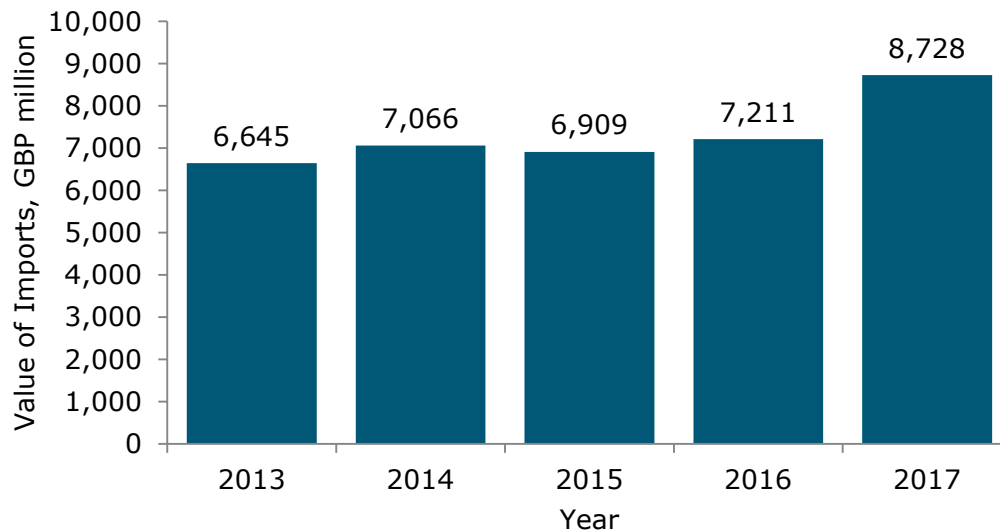
Food safety scandals are relatively common in China, and as a result China has become the world's largest market for imported food and drink products as Chinese consumers seek products that they can trust. In accordance with this trend, consumption of imported seafood in China is also increasing. In 2016, China



imported 4.0 million tonnes of seafood, which rose to 4.9 million tonnes in 2017.<sup>16</sup> In 2020, China's volume of imported seafood is expected to reach 10 million tonnes.<sup>17</sup>

Chart 2 (*below*) shows the value of China's imported seafood from 2013 to 2017.

**Chart 2: Value of China's Imported Seafood 2013 to 2017, GBP billion**



### 2.3 Seafood Consumption Trends

Table 4 (*below*) shows the per capita seafood consumption trends in China from 2013 to 2016. Urban per capita seafood consumption grew from 14.0kg to 14.8kg over this period, while rural consumption grew from 6.6kg to 7.5kg. Coastal cities and areas with a higher disposable income have the highest levels of seafood consumption per capita.<sup>18</sup>

**Table 4: Per Capita Seafood Product Consumption in Different Areas of China, 2013 to 2016, kg<sup>19</sup>**

| Area  | 2013 | 2014 | 2015 | 2016 |
|-------|------|------|------|------|
| Urban | 14.0 | 14.4 | 14.7 | 14.8 |
| Rural | 6.6  | 6.8  | 7.2  | 7.5  |

### 2.4 Pricing and Supply Chains in the Seafood Market

In order to provide an overview of the pricing strategies used for seafood in China, CBBC conducted both field and online research. Field research was carried out through store visits to offline retailers, including Walmart, Carrefour, and the Chinese retailer [Ole'](#), as well as through a visit to the online-to-offline new retailer, [Hema Fresh](#) (Section 2.6.1 provides more information about the concept of "new retail"). Salmon, cod, brown crab, and prawns were selected to be researched, due to these being the most commonly sold seafood products in China. The results of this study are shown in Tables 5 and 6 (*below*).

**Table 5: Price Comparison of Offline Retailers**

| Product       | Hema                        | Walmart               | Carrefour             | Ole'                |
|---------------|-----------------------------|-----------------------|-----------------------|---------------------|
| Salmon (200g) | RMB 34-99<br>(GBP 4.0-11.5) | RMB 108<br>(GBP 12.6) | RMB 118<br>(GBP 13.8) | RMB 57<br>(GBP 6.6) |

<sup>16</sup> China Fisheries Statistical Yearbook 2018

<sup>17</sup> <https://gain.fas.usda.gov/Recent%20GAIN%20Publications/2017%20China%27s%20Fishery%20Annual%20Beijing%20-%20Peoples%20Republic%20of%202-17-2018.pdf>

<sup>18</sup> <http://www.stats.gov.cn/enGLISH/>

<sup>19</sup> <http://www.stats.gov.cn/tjsj/ndsj/2017/indexeh.htm>

|                                 |                              |                                      |   |                       |
|---------------------------------|------------------------------|--------------------------------------|---|-----------------------|
|                                 |                              |                                      | (frozen only)                             |                       |
| <b>Cod</b><br>(200g)            | RMB 30-128<br>(GBP 3.5-14.9) | RMB 43<br>(GBP 5.0)<br>(frozen only) | RMB 30, 258, 358<br>(GBP 3.5, 30.1, 41.7) | RMB 79<br>(GBP 9.2)   |
| <b>Brown crab</b><br>(600-800g) | RMB 128<br>(GBP 14.9)        | N/A                                  | RMB 88<br>(GBP 10.2)                      | RMB 100<br>(GBP 11.6) |
| <b>Prawns</b><br>(200g)         | RMB 26-60<br>(GBP 3.0-7.0)   | RMB 50-70<br>(GBP 5.8-8.2)           | RMB 52-58<br>(GBP 6.1-6.8)                | RMB 56<br>(GBP 6.5)   |

Online research was also conducted to enable a comparison of seafood pricing on different online shopping platforms. The online research results are shown in Table 6 (*below*).

**Table 6: Price Comparison of Online Retailers**

| Product                         | JD.com <sup>20</sup>                     | Miss Fresh <sup>21</sup>     | Tmall Supermarket <sup>22</sup>          | YHD <sup>23</sup>            |
|---------------------------------|--|------------------------------|--|------------------------------|
| <b>Salmon</b><br>(200g)         | RMB 40-70<br>(GBP 4.7-8.2)               | RMB 60<br>(GBP 7.0)          | RMB 88<br>(GBP 10.2)                     | RMB 40-110<br>(GBP 4.7-12.8) |
| <b>Cod</b><br>(200g)            | RMB 34, 90, 199<br>(GBP 4.0, 10.5, 23.1) | RMB 29-149<br>(GBP 3.4-17.3) | RMB 38, 88, 138<br>(GBP 4.4, 10.2, 16.0) | RMB 35-199<br>(GBP 4.1-23.1) |
| <b>Brown crab</b><br>(600-800g) | RMB 99-258<br>(GBP 11.5-30.0)            | N/A                          | RMB 128<br>(GBP 14.9)                    | RMB 258<br>(GBP 30.0)        |
| <b>Prawns</b><br>(200g)         | RMB 23-50<br>(GBP 2.7-5.8)               | RMB 32-58<br>(GBP 3.7-6.7)   | RMB 26-50<br>(GBP 3.0-5.8)               | RMB 50<br>(GBP 5.8)          |

The supply chains serving China's imported seafood market differ, with ports in China playing different roles in the provision of logistical services. China's northern ports, including those in Qingdao, Shandong Province, and Dalian, Liaoning Province mainly focus on the processing and re-exporting of imported seafood. Southern ports, including Shanghai and the Guangdong Province cities of Guangzhou and Shenzhen, are predominantly for importing seafood that is to be consumed in China, due to the large populations and high purchasing power of consumers living in these cities. A standard supply chain is detailed in Figure 2 (*below*).

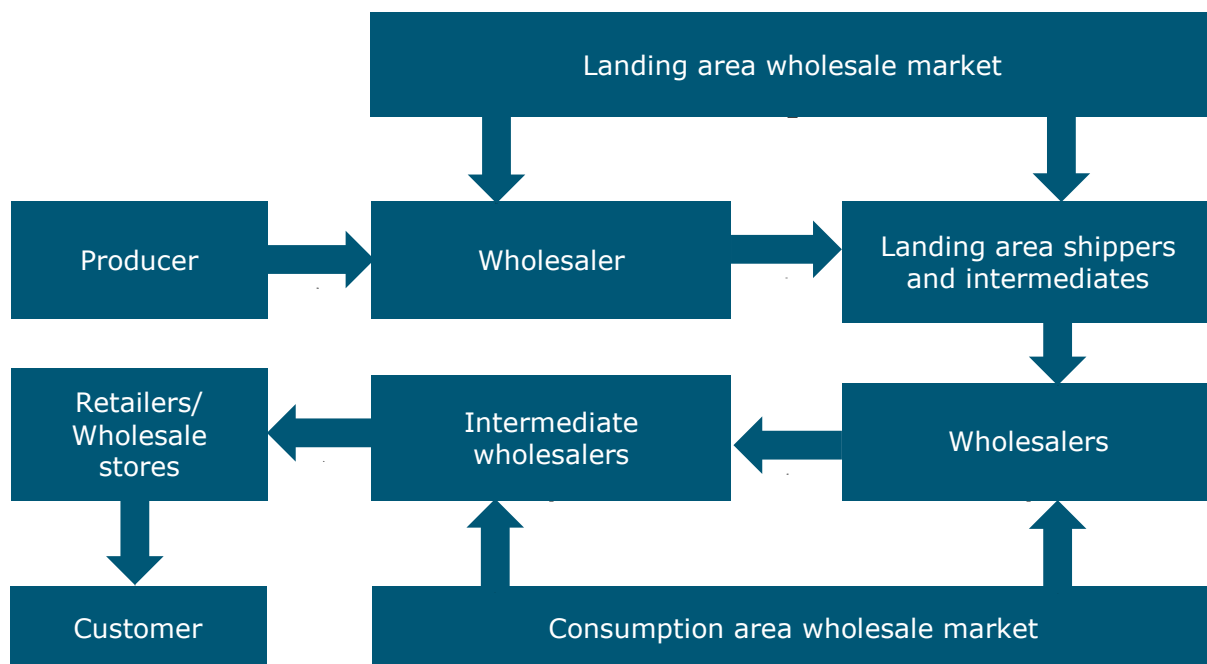
<sup>20</sup> <https://www.jd.com/>

<sup>21</sup> <https://missfresh.cn/>

<sup>22</sup> <https://chaoshi.tmall.com/?targetPage=index>

<sup>23</sup> <http://www.yhd.com/>

**Figure 2: Seafood Supply Chain**



## **2.5 Main Countries Exporting Seafood to China**

China's seafood imports in the first 10 months of 2017 totalled 2.2 million tonnes and were worth RMB 43.7 billion (GBP 5.1 billion). This represented an increase of 16.9% from 2016.<sup>24</sup>

In 2016, Russia was China's largest seafood supplier, with Russian seafood imports valued at RMB 8.1 billion (GBP 0.9 billion) arriving in China. The United States ranked second, exporting RMB 6.8 billion (GBP 0.8 billion) of seafood to China, followed by Canada.<sup>25</sup>

Among the seafood products imported into China, demand for salmon was strongest. In the first 10 months of 2017, China's total salmon imports surpassed 169,000 tonnes, 88,700 tonnes of which were imported from the United States.<sup>26</sup> Salmon is considered a premium product in China, with approximately 80% of salmon is consumed at hotels, restaurants, and other commercial dining establishments.

Aside from salmon, consumption of flat fish grew by 10.3% between 2016 and 2017. Other popular imported seafood products include cod, lobster, crab, halibut, geoducks, shrimp, and prawns.

## **2.6 Sales Channels within the Chinese Market**

### **2.6.1 Retail**

China's total retail sales in 2017 reached RMB 36.1 trillion (GBP 4.2 trillion).<sup>27</sup> In 2016, the Asia-Pacific Region accounted for 40.8% of total global retail sales, and China accounted for 47% of global E-commerce retail sales.<sup>28</sup>

Consumption in rural areas of China performed strongly in 2017, with retail sales increasing by 10.9% over the year.<sup>29</sup> In comparison, the growth rate in urban areas was 10.4%. From November 2017 to November 2018, total sales within the retail sector increased by 8.1%, a figure that is in line with predictions of annual growth of approximately 8% until 2020. Chart 3 (*below*) shows the results of this growth.

<sup>24</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

<sup>25</sup> [http://www.fao.org/docrep/i9166e/i9166e\\_Chapter8\\_Fish\\_seafood.pdf](http://www.fao.org/docrep/i9166e/i9166e_Chapter8_Fish_seafood.pdf)

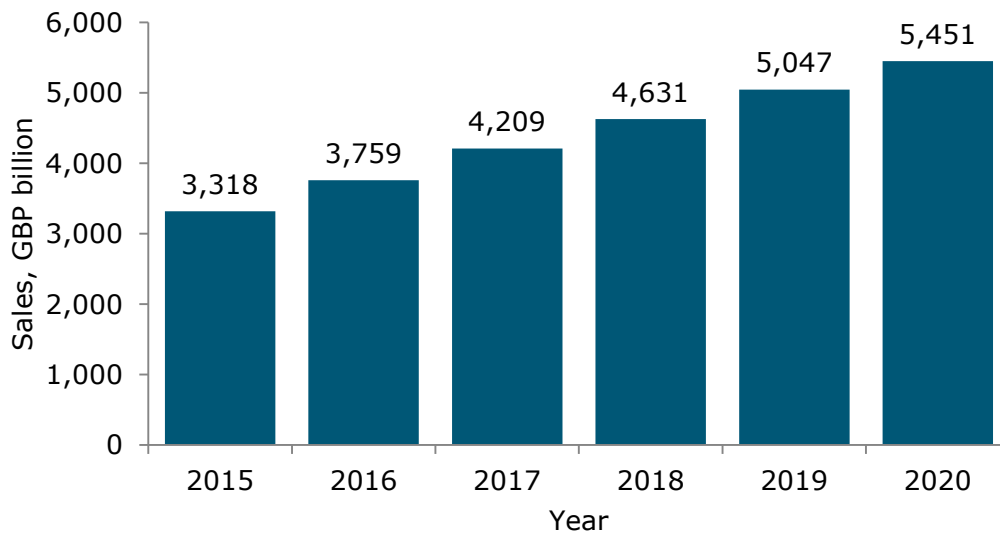
<sup>26</sup> [https://gain.fas.usda.gov/Recent%20GAIN%20Publications/2017%20China%27s%20Fishery%20Annual%20\\_Beijing\\_China%20-%20Peoples%20Republic%20of\\_2-17-2018.pdf](https://gain.fas.usda.gov/Recent%20GAIN%20Publications/2017%20China%27s%20Fishery%20Annual%20_Beijing_China%20-%20Peoples%20Republic%20of_2-17-2018.pdf)

<sup>27</sup> [http://english.gov.cn/archive/statistics/2017/01/20/content\\_281475546674158.htm](http://english.gov.cn/archive/statistics/2017/01/20/content_281475546674158.htm)

<sup>28</sup> <https://www.emarketer.com/Article/China-Eclipses-US-Become-Worlds-Largest-Retail-Market/1014364>

<sup>29</sup> <http://english.gov.cn>

**Chart 3: Total Retail Sales in China 2015 to 2020, GBP billion (Predicted)**



An emerging form of retail in China is “new retail”, which uses data collection, much of it Internet-based, to more efficiently target certain types of consumer. New retail merges online and offline shopping, enabling consumers to be reached at times and locations that best suit them, while delivery to those customers that cannot, or do not, make purchases offline is expedited through logistics services that make use of the latest technology available.<sup>30</sup> Chinese consumers are generally concerned about freshness, quality, and safety when shopping for seafood online, hence new retail’s speed and flexibility counters their concerns and caters to their needs. One retailer that uses the new retail model is Hema Fresh, an online-to-offline food chain owned by [Alibaba Group](#). Hema Fresh is a chain of automated retail stores located in city centres that can provide a delivery service to locations in a three-kilometre radius of each store within 30 minutes.<sup>31</sup> Hema Fresh also provides cooking services in-store, therefore enabling customers to purchase freshly-cooked seafood.

#### 2.6.2 Food Services

China is the second largest catering and food service market in the world, with revenue totalling RMB 4,753.2 billion (GBP 550.6 billion) in 2017.<sup>32</sup> This represents a 700-fold increase from 40 years ago when China first began to reform and open up its economy.<sup>33</sup> Given the popularity of seafood in China, the performance of the seafood sector in China is affected by that of the catering and food service market.

China’s catering industry accounted for 10.8% of total retail sales in 2017 and was responsible for 11.3% of the growth of the consumer market. In 2017, there were over 8 million restaurants and 4.65 million companies active in the catering industry, employing approximately 30 million people.<sup>34</sup> The continued growth of this sector is shown in Chart 4 (*below*).

**Chart 4: Annual Sales within China’s Food Service Market 2015-2017 GBP billion (Predicted)<sup>35</sup>**

<sup>30</sup> <http://www.bain.com.cn/pdfs/201803131142079237.pdf>

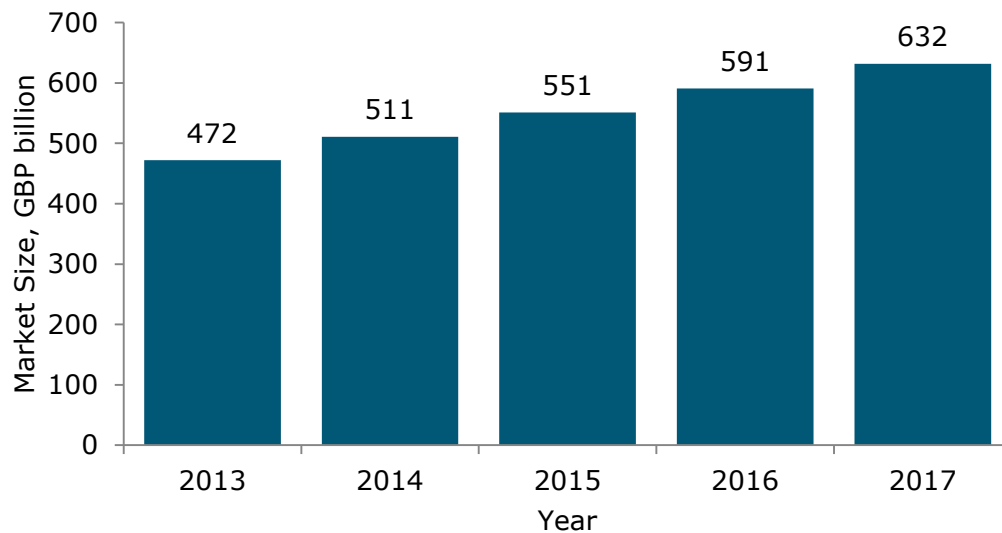
<sup>31</sup> <https://esignals.haaga-helia.fi/en/2018/10/19/what-is-chinas-new-retail-about/>

<sup>32</sup> <https://www.statista.com/statistics/429836/sales-value-of-foodservice-sector-china/>

<sup>33</sup> <https://gbtimes.com/china-becomes-worlds-second-largest-catering-market>

<sup>34</sup> <https://gbtimes.com/china-becomes-worlds-second-largest-catering-market>

<sup>35</sup> <https://www.statista.com/statistics/429836/sales-value-of-foodservice-sector-china/>



The increase in the disposable incomes and purchasing power of Chinese consumers has enabled them to consume a wider range of food services sourced from a greater number of different channels, a trend which is likely to continue.

### 2.6.3 E-Commerce

China's online retail market reached a new sales volume record of RMB 6.6 trillion (GBP 0.8 trillion) in 2018,<sup>36</sup> with an annual revenue percentage growth of 11.3%.<sup>37</sup>

In 2016, the online retail market accounted for 14.9% of total retail sales of consumer products. In the same year, approximately 500 million Chinese consumers engaged in online shopping, part of a long-term trend that saw the number of active online shoppers increase by 8.6% between 2015 and 2016. In addition, online shopping sales in rural areas were worth RMB 480 billion (GBP 55.8 billion) in 2016.<sup>38</sup>

The E-commerce market boom is due to a number of online Chinese platforms and retailers such as [Alibaba](#), [Tmall](#), and [JD.com](#). These companies have positioned themselves to fulfil growing consumer demands by creating their own payment systems (such as [Alipay](#)) and logistics services (such as JD.com's own warehouse and delivery network).

The Asia-Pacific Region remains the world's largest E-commerce market. With sales reaching GBP 0.8 trillion in 2016, it is expected that E-commerce sales will double to GBP 1.6 trillion by 2020.<sup>39</sup>

**Chart 5: China's E-commerce Sales Revenue for Raw and Fresh Produce 2013-2020, GBP billion (Predicted)<sup>40</sup>**

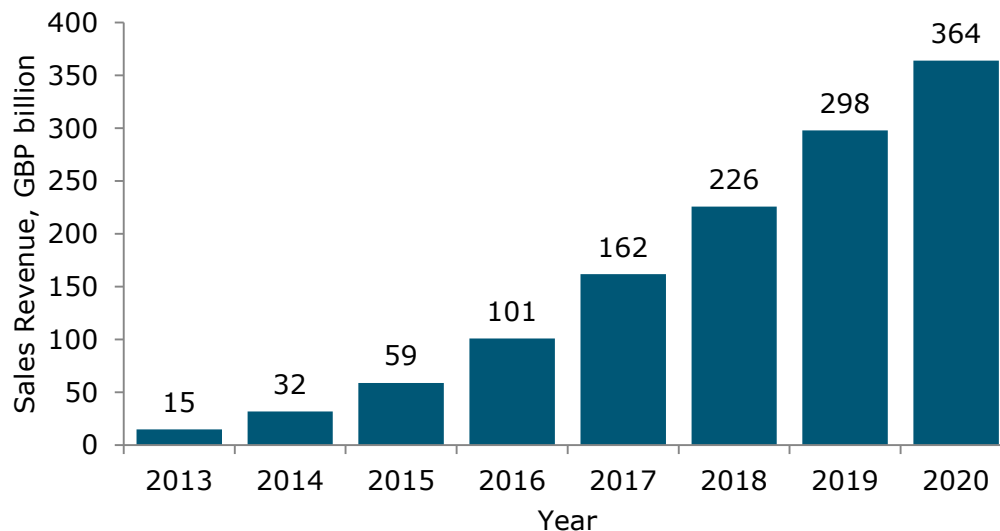
<sup>36</sup> <https://www.thedrum.com/news/2018/04/02/china-s-online-retail-market-reach-11tn-2018>

<sup>37</sup> <https://www.statista.com/outlook/243/117/ecommerce/china?currency=gbp#market-revenue>

<sup>38</sup> [http://www.chinadaily.com.cn/business/tech/2017-05/18/content\\_29395621.htm](http://www.chinadaily.com.cn/business/tech/2017-05/18/content_29395621.htm)

<sup>39</sup> [http://www.chinadaily.com.cn/business/tech/2017-05/18/content\\_29395621.htm](http://www.chinadaily.com.cn/business/tech/2017-05/18/content_29395621.htm)

<sup>40</sup> <https://baijiahao.baidu.com/s?id=1591181132967146442&wfr=spider&for=pc>



As shown in Chart 5, total sales revenues of raw and fresh produce through E-commerce in China in 2018 stood at around GBP 226 billion. According to JD.com's data during the 2017 Chinese New Year, seafood was the number one researched product on JD.com, followed by meats and fresh fruits. Customers of imported raw and fresh produce on E-commerce were concentrated within the provinces/cities of Beijing, Guangdong, Shanghai, Jiangsu, Tianjin, Hebei, Zhejiang, Shandong, Liaoning, and Hubei. 'Hot' searches for imported seafood products included Alaska cod, Ecuadorian white shrimp, Argentine red shrimp, Madagascar hairtail, and Vietnamese basa fish fillet.<sup>41</sup>

## 2.7 Consumer Trends

As a result of growing awareness of health and food safety, Chinese consumer trends have also undergone changes in recent years. Seafood is considered to be a lighter and healthier food choice than meat, while, as a consequence of contaminated seafood scandals, many Chinese consumers prefer to buy live or fresh seafood instead of processed or tinned seafood. Such scandals have also increased demand for imported seafood that has been caught and/or prepared under stricter regulations than those found in China. A large amount of the seafood that is available in both markets and supermarkets is live, including many types of fish, crab, lobster, and shrimp.

The food delivery market in China, particularly that for freshly-cooked food, is growing rapidly and it is now common for consumers to order freshly-cooked food, including seafood, to be delivered to their homes within one hour. This consumption trend may further lower demand for tinned seafood, as it is replaced by increasingly affordable freshly-cooked products.

Despite this, the market for tinned seafood remains. Examples of such products include sardines and mackerel, both of which are often in tomato sauce, tuna in vegetable oil, and mud carp in black bean sauce. In addition, frozen and processed seafood is a promising market, as frozen seafood and fish balls are often eaten with Chinese hotpot, a cooking style popular both at home and in restaurants. Meanwhile, frozen shrimp is often used to make boiled or fried dumplings.

The rise in popularity of international restaurants and supermarkets, including Carrefour, Tesco, and Lotte Mart, in China has meant that consumers are now enjoying a selection of seafood which span beyond the traditional varieties local to China. In tandem, it is also increasingly common for Chinese supermarkets to have a designated import section. While the majority of seafood eaten in China is still Chinese, a significant proportion of it is now imported from international suppliers. The popularity of E-commerce means that even those consumers without easy access to a supermarket with a well-stocked fresh seafood section, or a traditional wet market, can now order fresh seafood - including imported seafood - and have it delivered quickly to their homes.

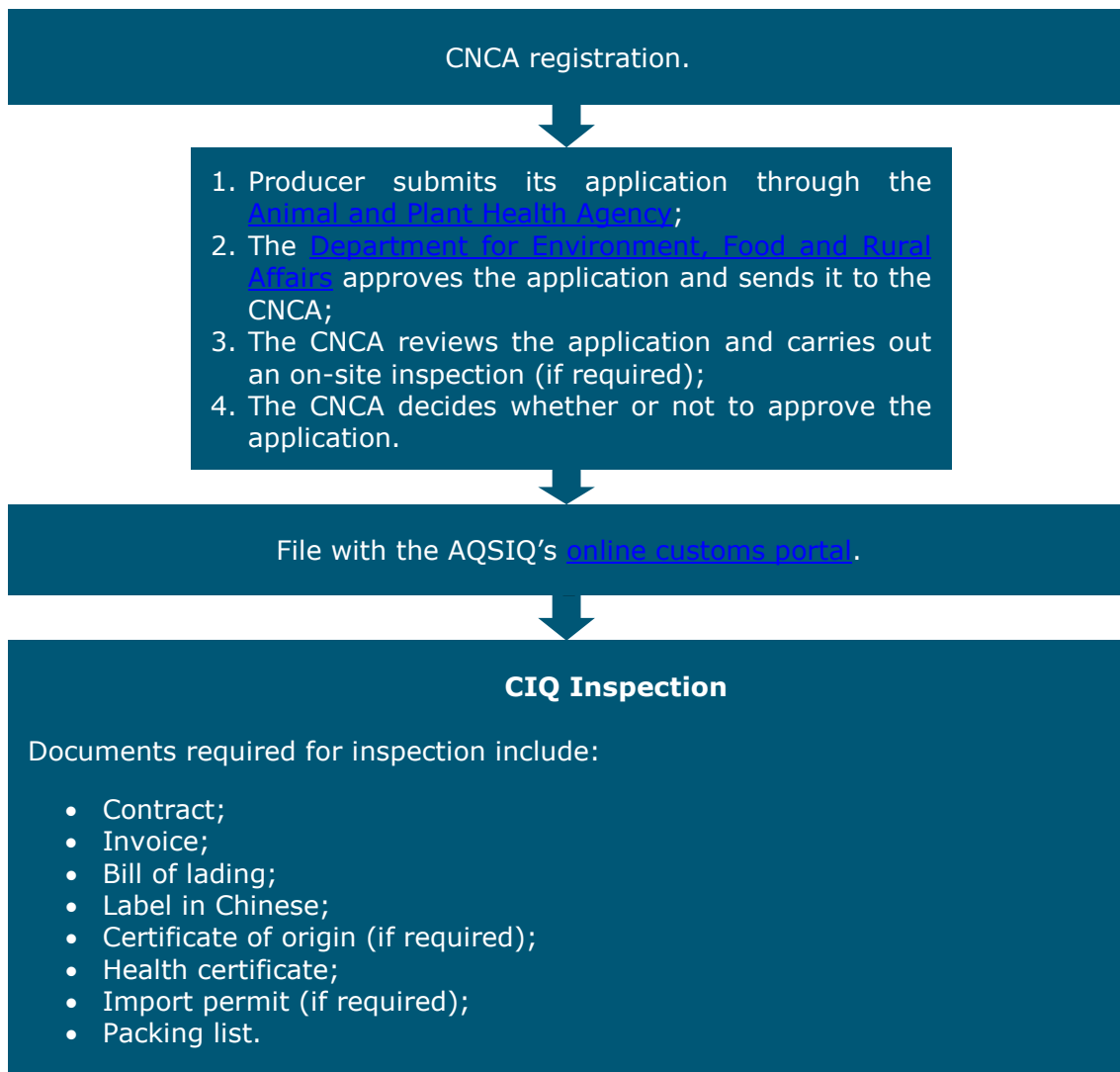
<sup>41</sup> [http://www.sohu.com/a/126521289\\_476012](http://www.sohu.com/a/126521289_476012)



### 3. EXPORTING SEAFOOD TO CHINA: A STEP-BY-STEP GUIDE

As Figure 3 (below) shows, it is important for seafood companies to register with the [Certification and Accreditation Administration](#) (“CNCA”). Once registered, seafood companies should prepare the documents required for inspection by the China Inspection and Quarantine office (“CIQ”). The CNCA is under the management of the [General Administration of Quality Supervision, Inspection and Quarantine](#) office (“AQSIQ”), both of which were merged into the [State Administration for Market Regulation](#) (“SAMR”) in 2018 (Section 4.1.5 details these administrative changes in more detail).

**Figure 3: Steps Involved in Exporting Seafood to China**



Once a seafood company has registered with the CNCA and prepared its documents for the CIQ, there are further aspects to consider in order to maximise the chances of successful market entry into China, as detailed below:

#### **3.1 Extra Steps to Consider**

##### **3.1.1 Intellectual Property Registration**

Chinese intellectual property (“IP”) law falls under the “first to file” system, meaning that the first individual, company, or other body to successfully apply for IP ownership becomes the legal owner of the IP and the distributor of products or services that rely upon it. In China, this system is frequently exploited by “trademark squatters” who, acting upon information obtained from international trademark registers, file an equivalent IP application to the relevant Chinese authorities, so as to obtain the ownership rights of the IP in question. Non-



Chinese companies' products which are not yet well-known in China are particularly vulnerable to such bad faith IP registrations.

Before engaging with potential Chinese customers and partners, sending samples to China, or partaking in trade shows, it is strongly recommended that seafood companies first check that the IP they may wish to protect has not already been registered in China by another party. If it has not, the seafood company in question should apply to register its IP in China. IP applications are not as expensive in China as they can be in other major international markets, and even if a non-Chinese company does not have a legal presence in China it can still apply to register its IP there.

### 3.1.2 Market Access

#### *Non-Permitted Products*

Some products are not permitted to be exported into China from the UK, such as those that the [General Administration of Customs China](#) ("GACC") [lists](#). The GACC webpage gives detailed instructions on the various goods which are banned from being imported into China. British companies which are not sure about their products' status in China are advised to check the articles on the GACC website to find out if their goods are listed as "goods prohibited from import".

### 3.1.3 Standards Compliance

China has its own food safety standards and corresponding inspection and quarantine requirements: GB standards (also known as Guobiao standards). Before exporting a food product to China it is necessary to determine which rules apply to the product to be exported.

### 3.1.4 Export and Manufacturer Registration

International food and beverage manufacturers and exporters must register online with the AQSIQ (now merged into GACC) when exporting to China. The following information is required:

- Company information and contact details;
- Product category (chosen from a list of options).

When this is complete, the applicant will receive an individual registration number and passcode. It is strongly recommended that the exporter registers directly and does not leave this task to an importer or distributor to carry out, as registration numbers are required for customs clearance and in the event that a change of importer and/or distributor occurs, the original distributor may be unwilling to share this registration number and passcode, nor would it be under any obligation to do so.

### 3.1.5 Labelling Requirements

All imported food and beverages must have labels and instructions that are in Chinese and compliant with Chinese labelling requirements, therefore the provision of a labelling service should be discussed with potential partners and/or distributors. These labels can either be custom-designed or in the form of a white sticker attached to each individual product that contains the required information.

Labels must be approved by the CIQ (now also merged into GACC). For most products, labelling is required before shipping, although for some products it is also possible to carry out labelling in an approved bonded warehouse in China.

More information can be found about labelling requirements in **Section 4.2.1**.



## 4. ADVICE ABOUT DOING BUSINESS IN CHINA

### 4.1 Key Regulations and Tariffs

#### 4.1.1 Certification and Registration

For many seafood products, including live fish and shellfish, China requires an [Export Health Certificate](#) ("EHC") from the [Marine Management Organisation](#), or, if the product is from Scotland, from the [Sea-Fisheries Protection Authority](#). As of December 2018, there are three active EHCs for seafood:<sup>42</sup>

- 7469EHC for bivalve molluscs (clams, mussels, oysters, or scallops) for human consumption exported to China;
- 7432EHC for live aquatic animals, excluding bivalve molluscs, exported to China;
- 7208EHC for fish products for human consumption exported to China.

CBBC recommends that companies wishing to export their products to China contact the [Animal and Plant Health Agency](#) ("APHA") in the UK to identify which EHCs are required and to learn about any other stipulated procedures.

Registration of a food or beverage processing plant with the [Certification and Accreditation Administration](#) ("CNCA") has been required since 1<sup>st</sup> May 2013. For both live and non-live products, exporters must provide full and correct details of all facilities involved in the production process, including processing plants, freezer vessels, transportation vessels, factory vessels, and cold stores.

To register these facilities, companies must submit this information to the APHA or to the [Department of Agriculture and Rural Development](#). All UK seafood companies that are certified as being in compliance with EU food hygiene laws can be listed.

If an exporter has already registered a production plant with the AQSIQ via the [Department for Environment, Food and Rural Affairs](#) it is not necessary to resend inspection information.

#### 4.1.2 Standard Documentation

Table 7 (*below*) shows the required export documents from the UK for each shipment at the Chinese port of entry.<sup>43</sup> Original documents must be signed, stamped, and couriered to China, although the Bill of Lading may be sent electronically and must arrive one week before the expected shipment arrives.

<sup>42</sup> <https://www.gov.uk/export-health-certificates/export-fish-products-for-human-consumption-to-china-certificate-7208>

<sup>43</sup> <https://www.gov.uk/government/organisations/hm-revenue-customs/contact/customs-international-trade-and-excise-enquiries>

**Table 7: Documentation Required by UK Exporting Companies**

| Document   | Quantity of Original (with Signature and Stamp) | Quantity of Copies | Prepared and Issued By   |
|--|---|--------------------|--------------------------|
| Commercial invoice   | 3   | 2                  | UK food/beverage company |
| Packing list   | 3   | 2                  | UK food/beverage company |
| Export Health Certificate  | 1   | 1                  | Local authority          |
| Certificate of Fumigation of Wood Pallets (the use of individually-stamped pallets is also acceptable) | 1   | 1                  | UK food/beverage company |
| Buyer/Seller Agreement signed by both parties (requested at some ports)                                | 3   | 2                  | UK food/beverage company |
| Bill of Lading   | 3   | 2                  | UK shipping agent        |
| Certificate of Origin (EU Certificate issued by the relevant Chamber of Commerce)                      | 1   | 1                  | UK shipping agent        |

It is worth verifying with Chinese partners or importers the exact requirements for the specific port of entry that will be used for each shipment as some UK companies have also been asked to include a sales certificate or another document similar to this. In such cases, UK companies have supplied a Certificate of Free Sale issued by the [Rural Payments Agency](#). UK companies should be aware that regulations in China can change and the interpretation of relevant regulations by individual officials may not be consistent across all ports of entry.

#### 4.1.3 Tariffs

Tariffs for UK seafood imported into China are subject to most favoured nation rates. To receive these rates, a UK exporter must present a certificate of UK origin during the customs clearance process.

Tariffs vary according to products, and details of the tariffs applied can be found on the following websites:

- <http://www.qgtong.com/hgsz/ShowArticle.asp?ArticleID=11867>
- [http://www.apmta.org.pk/china\\_customs\\_tariff\\_2011.pdf](http://www.apmta.org.pk/china_customs_tariff_2011.pdf)

Value-added tax ("VAT") is applied to all products entering the Chinese market from another country. The VAT rate is 13% for unprocessed unpacked agricultural products and 17% for processed packaged food. On 1<sup>st</sup> July, the Chinese government reduced the tariffs of a variety of imported seafood including Sole, Cod, Hairtail, King Crab, Lobster, Tuna and Arctic Shrimp.<sup>44</sup>

#### 4.1.5 Recent Administrative Changes and the State Administration for Market Regulation

The [State Administration for Market Regulation](#) ("SAMR") is under the direct management of the [State Council of The People's Republic of China](#).<sup>45</sup> The responsibilities of a number of government bodies, including the [State Administration for Industry & Commerce](#) ("SAIC"), the [General Administration of Quality Supervision, Inspection and Quarantine](#) ("AQSIQ"), and the [China Food and Drug Administration](#) ("CFDA") have all been

<sup>44</sup> <https://news.hsdhw.com/418249>

<sup>45</sup> <https://policy.cn.com/18-03-19-a-revolutionary-government-overhaul/>

transferred to the SAMR, although these bodies' names are still in common use and many of their regulations continue to apply. The SAMR is responsible for food and equipment safety, inspection, certification, accreditation, and measurement. Its remit also covers countering monopolistic practices and the supervision of medicine and medicine equipment. Its overall strategy is to change China's market regulation from a model based on one-off approvals to one based on ongoing supervision, so as to ensure order and fairness within all markets.

Following a different set of administrative changes in 2018, the responsibilities of, and the facilities belonging to, the China Inspection and Quarantine office ("CIQ"), which used to be part of the AQSIQ, have now been transferred to the [General Administration of Customs China](#) ("GACC").

## **4.2 Food Labelling**

Since joining the World Trade Organisation in December 2001, China has implemented and modified hundreds of food and agricultural related regulations and standards. These have included changes in food laws, labelling requirements, packaging and container requirements, food additive regulations, multiple commodity regulations, commodity specific regulations, and specific procedures. Below are the key regulations that products should be in compliance with before being imported into China.

### **4.2.1 Food and Beverage Labelling Regulations**

To comply with China's food labelling regulations, all imported foods and beverages must be labelled. The labels are often white, written in simplified Chinese and should be affixed to an individual item's packaging. All labels must be approved by the CIQ. These regulations require products to be labelled prior to shipping, but as this can be difficult, the CIQ also allows labelling to take place in bonded warehouses in China.

The following information must be clearly labelled on the packaging:<sup>46</sup>

- Standard name of the food or drink product;
- Ingredients and the net weight and volume of each;
- Nutrition labelling (unless exempted);
- Name and address of manufacturer and distributor;
- Production date and best before date;
- Storage requirements;
- Country of origin;
- Quality grade;
- Barcode;
- National standard, industrial standard, or company standard code(s) relevant to the product;
- Special contents, if applicable (e.g. irradiated food).

Ingredients must appear as percentages in descending order of content, and the specific type of each general ingredient, such as herbs or sugar, must be stated. Label verification from the CIQ usually takes one to two weeks and this process is generally handled alongside the importer or distributor, due to language issues and the need for cooperation with the CIQ.

Mandatory nutrition declaration content includes items' calorific value and quantity'.<sup>47</sup> There is no requirement in EU FIC for nutritional information to be provided for foods which are sold in non-pre-packed form; however this information can be provided voluntarily.<sup>48</sup>

Prior to shipment, a sample of the original label must be sent by courier to the buyer in order for the translated version to be produced, after which both the original label and the translated version must be provided to the CIQ to assist with verifying the authenticity of the product when it arrives. This must be done at least one week before the expected arrival of a product.

<sup>46</sup> <https://www.export.gov/article?id=China-Labeling-Marking-Requirements>

<sup>47</sup> <http://www.reading.ac.uk/foodlaw/pdf/uk-13016-nutrition-lab-tech-guidance.pdf>

<sup>48</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/595961/Nutrition\\_Technical\\_Guidance.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/595961/Nutrition_Technical_Guidance.pdf)



In November 2018, the new draft of *General Rule for Labelling Pre-packaged Foods* (预包装食品标签通则) (GB7718) was released for public comments.<sup>49</sup> It is expected that the new rule will apply further requirements on food labelling font size (increasing this from 1.8mm to 2mm) as well as the mentioning of the co-packer and allergenic substances. The new rule also provides a more detailed explanation regarding when quantitative labelling of ingredients is needed. For example, it is required when the name of the food is provided by regulation or when the quantity of the ingredient in the final product, or in the manufacturing process, is regulated by a standard. It is not necessary to disclose when the ingredient is mentioned in the allergenic substances declaration. The new rule would likely further suggest that it would not be necessary in the future to mention “negative claims”. Such claims might include “colorant-free” and “additive-free”. It would also be forbidden to mention any special groups of consumers on the labelling in the future. Furthermore, under the new rule, brands would not be allowed to include any pictures of ingredients should only the fragrances of these be used in the product.

#### 4.2.2 The New Food Safety Law

China’s most recent [Food Safety Law](#) was implemented on 1<sup>st</sup> October 2015. It covers ingredients, testing methods, manufacturing, contact substances, packaging, and nutrition labelling.<sup>50</sup>

Article 131 of the most recent Food Safety Law states that if the provider of a third-party online food trading platform does not: record the real name of the company that supplies a product; examine the relevant permit licence(s); report illegal business operations; or restrict access to online trading platform services by violators, it will be fined RMB 50,000 to 200,000 (GBP 5,814 to 23,256) by the CFDA and have its illegal earnings confiscated.<sup>51</sup>

#### 4.2.3 Organic Standards

In 2014, the Chinese government implemented its latest organic standards, which were jointly issued by the [Standardization Administration of China](#) (“SAC”) and the AQSIQ.

Some key points relating to the labelling of organic products made in these organic standards are as follows:

- The use of the term “organic” and the Chinese organic product certification can only be used for products produced and processed according to China’s organic standards, unless the use of the term “organic” is unrelated to the production process and practices;
- Although a product may be certified as being organic in its home country or in other markets, it will not be allowed to use the term “organic” on its packaging in China unless it receives Chinese certification;
- Each organic product label must have its own authentication code, so that the certification licence, manufacturers, and processing agents can be traced.

The Chinese organic standards affecting the seafood industry include:

- Zero-tolerance of residues;
- If products come from a cooperative group or from multiple farms, each farm must be inspected;
- Once a product receives organic certification, it will be assigned an authentication code which consumers can use to check whether the product is certified as organic; each SKU will be assigned its own code.

Enforcement of these regulations is complicated and several agencies are involved. At the port of entry the CIQ is responsible for stopping products marked “organic” without Chinese organic certification. When this happens, the importer will be required to cover or remove the term or any other relevant words or references. After products have been imported, the local Business Bureau can remove products that do not meet the required standards.

<sup>49</sup> [http://www.jsfda.gov.cn:8082/xwzx/qwfb/201811/t20181127\\_1381037.html](http://www.jsfda.gov.cn:8082/xwzx/qwfb/201811/t20181127_1381037.html)

<sup>50</sup> <http://www.forbes.com/sites/johnbalzano/2015/03/08/issues-on-the-horizon-for-chinese-food-safety-law-in-2015/>

<sup>51</sup> <http://news.sohu.com/20150925/n422059368.shtml>



#### 4.2.4 Cost of Certification

Certification costs can vary as they are determined by the inspection process: if a variety of tests are required it will increase the cost of certification. On 1<sup>st</sup> July 2013, a standardised accreditation fee for organic seafood was introduced for first-time registration.<sup>52</sup>

**Table 8: Certification Costs**

| Product                               | Farming Accreditation     | Processing Accreditation  | Additional Pricing  |
|---------------------------------------|---------------------------|---------------------------|---|
| <b>Fish and freshwater seafood</b>    | RMB 17,000<br>(GBP 1,977) | RMB 10,000<br>(GBP 1,163) | Basic aquaculture area: 333,500m <sup>2</sup> ;<br>Each 333,500m <sup>2</sup> increase costs RMB 3,000 (GBP 348.8),<br>Each extra seafood item costs RMB 3,000 (GBP 348.8). |
| <b>Seawater seafood</b>               | RMB 20,000<br>(GBP 2,326) | RMB 10,000<br>(GBP 1,163) | Basic aquaculture area: 66,700m <sup>2</sup> ;<br>Each 667,000 m <sup>2</sup> costs RMB 3,000 (GBP 348.8),<br>Each extra seafood item costs RMB 3,000 (GBP 348.8).          |
| <b>Seafood from an open reservoir</b> | RMB 17,000<br>(GBP 1,977) | RMB 10,000<br>(GBP 1,163) | Basic aquaculture area: 3,335,000m <sup>2</sup><br>Each 333,500m <sup>2</sup> increase costs RMB 3,000 (GBP 348.8),<br>Each extra seafood item costs RMB 3,000 (GBP 348.8). |

In addition to this cost, companies wishing to seek organic certification also have to pay for the travel and accommodation of Chinese inspectors to carry out their work.

Organic certification needs to be renewed each year, but at a price that is almost one third lower than the initial price.

#### 4.3 Tips and Useful Links

There is no single guaranteed method for achieving success in China but there are some basic ways to improve the chances of it, as outlined below:

- **Be flexible**

China is a rapidly developing country, meaning its business environment can be unpredictable. CBBC recommends keeping an open mind and being flexible, so as to take advantage of opportunities as they arise.

- **Build relationships**

Perhaps the most important advice for success in China is building strong networks and relationships (known as “guanxi” in Chinese). Business still depends heavily on personal contacts.

- **Find a Chinese partner and/or distributor**

For the above reason, it is advisable to find a Chinese partner, as this allows companies exporting to China to make use of pre-existing networks and local knowledge. For larger-scale companies or those with a long-term commitment to China, establishing a representative office or joint venture partnership may be worthwhile after initially testing the market.

- **Pay attention to cultural differences**

<sup>52</sup> <http://www.ccaa.org.cn/ccaa/tzgg/tz/images/2013/05/03/237355AA57775A45B7DCA675425FB485.pdf>



As Chinese traditions and values differ greatly to those in the UK, it is advisable to familiarise oneself with cultural differences.

With different celebrations and traditions to those in the UK, China's public holidays fall at different times of the year, such as National Week in October and Spring Festival around late January or February.

Another factor to be aware of is that Chinese government agencies are involved with, or connected to, most companies to some degree in China, thus it is important to find out details about this prior to commencing business, in order to best navigate the political landscape.

- **Carry out research**

Even if a product is successful in a number of provinces in China, there is no guarantee that it will have nationwide appeal, given the significant differences found between different Chinese provinces. CBBC advises avoiding relying on targeting one consumer group, and companies should expect to adjust marketing strategies quickly. Investors and importers should be aware of the diversity within China. China is not a single market but instead a mixture of small markets separated by geography, culture, cuisine, demographics, and dialects. Ultimately, the best way to predict the success of a product is to carry out thorough research and test products directly in the market.

- **Tailor products**

Chinese consumers have different demands and tastes from consumers elsewhere so be prepared to adjust products to suit their expectations. Packaging, particularly if the products are often sold as gifts, is very important and has quite well established conventions. Labelling and flavours are other areas where some exporters encounter difficulties.

#### **4.4 Recommendations and Next Steps**

As long as the correct steps are followed, exporting seafood products to China need not be a difficult process. In particular, ensuring that all documents are prepared well in advance and any labels meet the required standards are points that potential exporters should pay particular attention to.

Given that China's laws and governing bodies covering food products imported into China, including the special regulations targeting organic products, are sometimes changed, it is also advisable to follow these closely so as to avoid any unanticipated barriers to market entry.

## 5. ANNEXES

Below is a select list of key trade organisations, expositions, and distributors specialising in seafood in China.

### **5.1 Key Trade Organisations within the Seafood Market**

Key trade organisations include:

- **[China Society of Fisheries](#)**

The China Society of Fisheries (“CSF”) is a national organisation under the [Ministry of Agriculture and Rural Affairs](#) (“MOA”), which provides market information and advisory services to producers and processors. The CSF also works with export associations from other countries to promote seafood in China through workshops and conferences in China.

- **[China Aquatic Products Processing and Marketing Alliance](#)**

China Aquatic Products Processing and Marketing Alliance (“CAPPMA”) was founded in 1994 as a national non-profit organisation directed under the MOA. CAPPMA consists of seafood producers, processors, distributors, suppliers, and institutions for seafood research and education, as well as relevant bodies that provide various services for seafood processing and marketing.

- **[China Chamber of Commerce of Foodstuffs and Native Produce](#)**

The China Chamber of Commerce of Foodstuffs and Native Produce (“CCCFNA”) is a national organisation importers and exporters under the [Ministry of Commerce](#) (“MOFCOM”). Its meat and aquatic products division works with processors and importers in the market to promote the importing and exporting of seafood and meat products.

- **[China Fisheries Association](#)**

The China Fisheries Association is a national organisation of fisheries with 1,000 members from the production, farming, operation, processing, and machinery sectors.

### **5.2 Key Export Fairs within the Seafood Market**

- **[The 14<sup>th</sup> Shanghai International Fisheries & Seafood Exposition](#)**

Dates: 28<sup>th</sup>-30<sup>th</sup> August 2019;  
Venue: Shanghai New International Expo Centre.

China Seafood Expo is one of China’s leading annual trade shows within the seafood sector.

- **[SIAL](#)**

Dates: 14<sup>th</sup>-16<sup>th</sup> May 2019;  
Venue: Shanghai New International Exhibition Centre.

SIAL is one of China’s largest food and beverage product shows with over 2,000 exhibitors from over 40 countries taking part.

- **[Seafood Expo Asia](#)**

Dates: 3<sup>rd</sup>-5<sup>th</sup> September 2019;  
Venue: Wanchai, Hong Kong.

Seafood Expo Asia is a premium seafood marketplace in Asia.

- **[20<sup>th</sup> China Fisheries & Seafood Expo](#)**



Dates: 30<sup>th</sup> October–1<sup>st</sup> November 2019;  
Venue: Qingdao International Expo Center

China Fisheries & Seafood Exposition is a major seafood trade show in Asia.

- **Food & Hotel China**

Dates: TBC;  
Venue: TBC, Shanghai.

Food & Hotel China (“FHC”) is one of China’s largest food and beverage exhibitions. In November 2015, over 70 UK companies exhibited at FHC.

### **5.3 Key Companies within the Seafood Market**

**Table 9: Key Companies within the Seafood Market**

| Product Type          | Company Name in Chinese | Company Name in English                           | Telephone   | Location                                       |
|-----------------------|-------------------------|---|---|--|
| Fresh/ chilled salmon | 上海澳班贸易有限公司              | <a href="#">Shanghai Aoban Trading Co Ltd</a>     | +86 (0) 21 6885 2509<br>+86 (0) 21 6639 7992                          | Baoshan District, Shanghai                     |
| Fresh/ chilled salmon | 上海倍雄贸易有限公司              | Shanghai Beixiong Trade Co Ltd                    | +86 (0) 21 6298 9406  | Pudong District, Shanghai                      |
| Fresh/ chilled salmon | 上海海之兴进出口贸易有限公司          | <a href="#">Haizhixing Seafood Co Ltd</a>         | +86 (0) 21 6268 8405  | Changning District, Shanghai                   |
| Fresh/ chilled salmon | 澳洋食品(日照)有限公司            | <a href="#">Aoyang Food Co Ltd</a>                | N/A   | N/A  |
| Fresh/ chilled salmon | 深圳市和顺隆进出口贸易有限公司         | Shenzhen Heshunlong Export and Import Co Ltd      | +86 (0) 755 2692 4311   | Nanshan District, Shenzhen, Guangdong Province |
| Fresh/ chilled salmon | 惠州市祥正水产品贸易有限公司          | Huizhou Xiangzheng Co Ltd                         | +86 (0) 752 556 6127  | Huizhou, Guangdong Province                    |
| Fresh/ chilled salmon | 深圳市海事昌进出口有限公司           | Shenzhen Haishichang Export and Import Co Ltd     | +86 (0) 755 2588 7300   | Luohu District, Shenzhen, Guangdong Province   |
| Fresh/ chilled salmon | 北京东隆联合国际贸易有限公司          | Beijing Donglong United Co Ltd                    | +86 (0) 10 6718 7583<br>+86 (0) 10 5122 7726                          | Chongwen District, Beijing                     |
| Fresh/ chilled salmon | 深圳市业高进出口有限公司            | Shenzhen Yegao Import and Export Co Ltd           | +86 (0) 159 8958 5573   | Luohu District, Shenzhen, Guangdong Province   |
| Fresh/ chilled salmon | 北京东隆联合国际贸易有限公司          | Beijing Donglong Unite International Trade Co Ltd | +86 (0) 10 6718 7583<br>+86 (0) 10 5122 7726<br>+86 (0) 13 8110 88888 | Chongwen District, Beijing                     |
| Fresh/ chilled salmon | 上海纯尔贸易发展有限公司            | Shanghai Chuner Trade Co Ltd                      | +86 (0) 21 5694 7899<br>+86 (0) 13 3861 27923                         | Changshou Road, Shanghai                       |
| Fresh/ chilled salmon | 广州纯尔贸易有限公司              | Guangzhou Chuner Trade Co Ltd                     | + 86 (0) 20 8125 8733   | Tianhe District, Guangzhou, Guangdong Province |
| Fresh/                | 上海航吉进出                  | Shanghai Hangji Import                            | +86 (0) 21 5096 1380  | Pudong New District,                           |



|                        |                 |   |   |   |
|------------------------|-----------------|---|---|---|
| chilled salmon         | 口有限公司           | and Export Co Ltd   |   | Shanghai  |
| Fresh/chilled salmon   | 深圳市盈运达贸易有限公司    | <a href="#">Shenzhen Yinyunda Trade Co Ltd</a>              | +86 (0) 755 8241 0005   | Futian District, Shanghai                                   |
| Atlantic smoked salmon | 上海豫宙国际贸易有限公司    | <a href="#">Shanghai Yu Global Co Ltd</a>                   | +86 (0) 21 5308 5889  | Huangpu District, Shanghai                                  |
| Atlantic smoked salmon | 上海西郊福斯特国际贸易有限公司 | Shanghai Xijiao Foster Co Ltd                               | +86 (0) 21 6765 4685  | Qingpu District, Shanghai                                   |
| Atlantic smoked salmon | 上海涵德物流有限公司      | <a href="#">Shanghai Hande Logistics Co Ltd</a>             | +86 (0) 21 5046 4935  | Waigaoqiao Free Trade Zone, Shanghai                        |
| Atlantic smoked salmon | 上海纯尔贸易发展有限公司    | <a href="#">Shanghai Chuner Trade Co Ltd</a>                | +86 (0) 21 5694 7899  | Changshou Road, Shanghai                                    |
| Atlantic smoked salmon | 上海迅天国际贸易有限公司    | Shanghai Xuntian International Co Ltd                       | +86 (0) 21 5413 4911  | Baoshan District, Shanghai                                  |
| Atlantic smoked salmon | 深圳市南北进出口贸易有限公司  | <a href="#">Shenzhen Nanbei Import and Export Co Ltd</a>    | +86 (0) 755 8214 0783<br>+86 (0) 755 8214 0685                          | Luohu District, Shenzhen, Guangdong Province                |
| Frozen mackerel        | 大连毅都集发冷藏物流有限公司  | Yi Du Ji Fa Cold Storage logistics Co Ltd                   | +86 (0) 411 8759 5788   | Bonded Logistic Park, Dalian, Liaoning Province             |
| Frozen mackerel        | 大连新中海产食品有限公司    | <a href="#">Dalian Shinzhong Co Ltd</a>                     | +86 (0) 411 8760 8554   | Ganjingzi District, Dalian, Liaoning Province               |
| Frozen mackerel        | 山东东方海洋科技股份有限公司  | Shandong Oriental Ocean Group Co Ltd                        | +86 (0) 535 672 9999  | Binhai North Road, Yantai, Shandong Province                |
| Frozen mackerel        | 大连远洋渔业国际贸易公司    | <a href="#">Dalian Pelagic Fishing International Co Ltd</a> | +86 (0) 411 8712 6163<br>+86 (0) 411 8760 0520<br>+86 (0) 411 8712 5634 | Ganjingzi District, Dalian, Liaoning Province               |
| Frozen mackerel        | 烟台鑫通食品有限公司      | Yantai Xintong Food Co Ltd                                  | +86 (0) 535 680 5318<br>+86 (0) 535 680 5318                            | Zhifu District, Yantai, Shandong Province                   |
| Frozen mackerel        | 烟台裕源水产食品有限公司    | Yantai Yuyuan Aquatic Food Co Ltd                           | +86 (0) 535 681 5581<br>+86 (0) 535 680 3441                            | Zhifu District, Yantai, Shandong Province                   |
| Frozen mackerel        | 烟台山海食品有限公司      | <a href="#">Yantai Shanhai Food Co Ltd</a>                  | +86 (0) 535 672 8707<br>+86 (0) 535 690 8281                            | Yantai High-Tech Industrial Zone, Yantai, Shandong Province |
| Frozen mackerel        | 龙口市松青食品有限公司     | Longkou Shi Songqing Food Co Ltd                            | +86 (0) 535 881 1431<br>+86 (0) 535 881 1431                            | Longkou, Yantai, Shandong Province                          |
| Frozen mackerel        | 烟台海裕食品有限公司      | <a href="#">Yantai Haiyu Foods Co Ltd</a>                   | +86 (0) 535 680 2237<br>+86 (0) 535 680 2935                            | Zhifu District, Yantai, Shandong Province                   |
| Frozen mackerel        | 青岛怡之航冷藏有限公司     | Eimskip Co Ltd  | +86 (0) 532 8694 7977   | South District, Qingdao, Shandong Province                  |
| Frozen blue whiting    | 龙口市万顺昌水产食品有限公司  | <a href="#">Longkou Wanshunchang Aquatic Food Co Ltd</a>    | +86 (0) 535 875 1999<br>+86 (0) 535 875 1999                            | Longkou, Shandong Province                                  |
| Frozen blue whiting    | 荣成市宝峰食品有限公司     | Rongcheng Baofeng Food Co Ltd                               | +86 (0) 631 767 2877<br>+86 (0) 13 806 312 262                          | Rongcheng, Weihai, Shandong Province                        |
| Frozen blue whiting    | 青岛德立泰贸易有限公司     | Qingdao Delitai Trade Co Ltd                                | +86 (0) 532 8584 4633   | South District, Qingdao, Shandong Province                  |



|                     |                 |  |   |  |
|---------------------|-----------------|--|---|--|
| Frozen blue whiting | 威海东源食品有限公司      | <a href="#">Weihai Dongyuan Food Co Ltd</a>                      | +86 (0) 631 592 8400<br>+86 (0) 631 592 8401                            | Weihai, Shandong Province                      |
| Frozen blue whiting | 荣成丰荣水产食品有限公司    | Rongcheng Fengrong Food Co Ltd                                   | +86 (0) 631 745 1861<br>+86 (0) 13 9631 28852                           | Rongcheng, Weihai, Shandong Province           |
| Frozen blue whiting | 龙口润生食品有限公司      | <a href="#">Longkou Runsheng Food Co Ltd</a>                     | +86 (0) 535 863 5178  | Longkou, Shandong Province                     |
| Frozen blue whiting | 龙口佳宝水产食品有限公司    | <a href="#">Jiabao Co Ltd</a>                                    | +86 (0) 535 876 2280<br>+86 (0) 535 876 2282                            | Longkou, Shandong Province                     |
| Frozen blue whiting | 荣成康乐水产食品有限公司    | <a href="#">Rongcheng Kangle Aquatic Foods Co Ltd</a>            | +86 (0) 631 757 5606<br>+86 (0) 631 752 7088                            | Rongcheng, Shandong Province                   |
| Frozen blue whiting | 大连杰顺水产品有限公司     | Dalian Jieshun Aquatic Co Ltd                                    | +86 (0) 411 8620 2069<br>+86 (0) 411 8635 8730<br>+86 (0) 159 0411 5960 | Dalian, Liaoning Province                      |
| Frozen blue whiting | 青岛筑地水产有限公司      | Qingdao Tsukiji Suisan Co Ltd                                    | +86 (0) 532 8661 0592<br>+86 (0) 532 8661 0588                          | Jiaonan, Qingdao, Shandong Province            |
| Frozen langoustine  | 青岛坦福食品有限公司      | <a href="#">Qingdao Tanfu Foods Co Ltd</a>                       | +86 (0) 532 8775 5128<br>+86 (0) 532 8775 5128                          | Chengyang District, Qingdao, Shandong Province |
| Frozen langoustine  | 上海辰冠进出口有限公司     | <a href="#">Shanghai Chenguan Import and Export Co Ltd</a>       | +86 (0) 21 3313 0888  | Pudong New District, Shanghai                  |
| Frozen langoustine  | 青岛康宝食品有限公司      | Qingdao Kangbao Food Co Ltd                                      | +86 (0) 532 8826 5718<br>+86 (0) 532 826 1206                           | Jiaozhou, Qingdao, Shandong Province           |
| Frozen langoustine  | 大连华联食品有限公司      | Hulian Foods Co Ltd  | +86 411 8946 6846   | Zhuanghe, Dalian, Liaoning Province            |
| Other frozen crab   | 大连天宝绿色食品股份有限公司  | <a href="#">Dalian Tianbao Green Foods Co Ltd</a>                | +86 (0) 411 3933 0101<br>+86 (0) 411 8280 1858                          | Jinzhou, Dalian, Liaoning Province             |
| Other frozen crab   | 上海皆战达贸易有限公司     | Drive Best International Co Ltd                                  | +86 (0) 21 5635 8498<br>+86 (0) 21 5635 8494                            | Putuo District, Shanghai                       |
| Other frozen crab   | 大连九阳食品有限公司      | <a href="#">Dalian Sunshine Foods Co Ltd</a>                     | +86 (0) 411 8760 6611   | Ganjingzi, Dalian, Liaoning Province           |
| Other frozen crab   | 山东东方海洋科技股份有限公司  | Shandong Oriental Ocean Sci-Tec Co Ltd                           | +86 (0) 535 6729 999  | Binhai North Road, Yantai, Shandong Province   |
| Non-frozen Lobster  | 上海鱼盟国际贸易有限公司    | <a href="#">Shanghai Fish Union International Trading Co Ltd</a> | +86 (0) 21 5655 6779  | Hengfeng North Road, Shanghai                  |
| Non-frozen Lobster  | 北京亚润良品海洋商贸有限公司  | Beijing Ya Run Liang Pin Trading Co Ltd                          | +86 (0) 10 516 92 662<br>+86 (0) 10 8168 2330                           | Mentougou District, Beijing                    |
| Non-frozen Lobster  | 深圳市怡亚通供应链股份有限公司 | <a href="#">Eternal Asia Co Ltd</a>                              | +86 (0) 755 8839 2996<br>+86 (0) 755 8366 3858                          | Futian District, Beijing                       |
| Non-frozen Lobster  | 顺景发国际贸易(北京)有限公司 | Shun Jing Fa International Trade Co Ltd                          | +86 (0) 10 5876 1888  | Chaoyang District, Beijing                     |
| Non-frozen crab     | 上海柔康进出口有限公司     | Shanghai Roukang Import & Export Co Ltd                          | +86 (0) 21 5823 1047  | Nanhui District, Shanghai                      |
| Non-frozen crab     | 广州市裕又洋贸易有限公司    | Yu You Feng Trading Co Ltd                                       | +86 (0) 20 3622 8226<br>+86 (0) 139 2229 9908                           | Baiyun District, Guangzhou, Guangdong Province |





|                 |                |  |  |  |
|-----------------|----------------|--|--|--|
| Non-frozen crab | 上海瑞格国际贸易有限公司   | Shanghai Ruige International Trade Co Ltd                  | +86 (0) 21 5597 0166                         | Yang Shu Pu Road, Shanghai                     |
| Live oysters    | 北京亚润良品海洋商贸有限公司 | Beijing Ya Run Liang Trading Co Ltd                        | +86 (0) 10 5169 2662<br>+86 (0) 10 8168 2330 | Mentougou District, Beijing                    |
| Live oysters    | 广州满恒进出口有限公司    | Shanghai Ruige International Trade Co Ltd                  | +86 (0) 20 3839 5310                         | Tianhe District, Guangzhou, Guangdong Province |
| Live oysters    | 广东深域物流有限公司     | Guangdong Shenyu Logistics Co Ltd                          | +86 (0) 20 8363 7688<br>+86 (0) 20 8363 7688 | Yuexiu District, Beijing                       |
| Live oysters    | 广州振华进出口有限公司    | <a href="#">Guangzhou Zhenhua Import and Export Co Ltd</a> | +86 (0) 20 3760 0706<br>+86 (0) 20 8359 5775 | Yuexiu District, Beijing                       |



## CBBC Services

**AQSIQ Registration** CBBC offers a service which helps British seafood companies register as manufacturers and exporters. This registration is a mandatory requirement from the Chinese government.

**Translating GB Standards** CBBC can help with the translation of Chinese GB standards.

**Consultation on Labelling** CBBC works with CCIC London and offers consultation on the compliance of labelling.

**Launchpad** A flexible, fast, cost-effective and low risk means for you to explore the opportunities across China working from CBBC offices.

**Representative Office** CBBC can streamline the process of establishing a representative office in China and provide you with support at every step.

**CBBC Employment Services** Helping you plan for and identify key management staff for your business in China. Includes both a selection and advisory service.

**Chinese Business Culture Training Programme** Provides your team with an awareness of Chinese culture and guidance on how misunderstandings can arise and be overcome. Contact [Stewart Ferguson](#) for more information.

**Translation & Interpreting Services** Company Profiles and Business Cards can all be translated into Chinese through this service and we will also arrange qualified interpreters for companies visiting China.

**Visa Invitation Service** Can secure a visa notification form which will enable you to apply for a single, double or multiple entry Business Visa for entry into China.

**Company Check Services** will carry out a company check on your behalf through the local branch of SAIC (State Administration of Industry and Commerce). This will provide basic key information about a company.

**Market Research & Analysis** including sector reports, market initiatives, regulatory environment and market opportunities. Contact the CBBC Research team.

**Identification of Local Contacts** from agents, distributors, suppliers and potential partners. Contact the CBBC team or speak to one of our China Business Advisers.

**In-market Activities** from meeting arrangements, to event organisations from workshops and seminars to promotional activities and product launches. Contact your closest CBBC office.