

# CHINA EXPO IN QINGDAO

## – 20 YEAR SINCE FIRST EXPO IN CHINA –

### CHINA FISHERIES & SEAFOOD EXPO, QINGDAO

- 5<sup>th</sup> to 7<sup>th</sup> of November 2014

#### Since 1994

Already back in 1994 the **China Fisheries & Seafood Expo** was arranged for very first time. Now, 20 years later, the **20th anniversary** expo was completed.

**Mr. Hogne Worren, CEO of Nordic Seaco**, attended once more at the important Asia trade fair for Fish and Seafoods. General impression and activity during days in Qingdao, was very good.

At the Norwegian pavillion, crowds of clients and potential buyers where coming together for firm discssions.

Customer show good willingness to place now orders, for shipment prior to **Chinese New Year**, mid of February 2015.

During this year Expo in Qingdao, the **Norwegian ambassdor to China, Mr. Svein O. Sæther** paid visit to the venue. His main purpose was simply catching up with the fish and seafoods export to **Asia**. **Mr. Hogne Worren** had the opportunity to speak with the ambassador (see picture left).

This year tradefair was rather busy, with a high number of professional participants. **Mr. Hogne Worren** was impressed by the activity and had the chance to meet and discuss with high number of international clients.

Next year the **China Fisheries & Seafood Expo** will be hosted during **4-6th of November 2015**, in Qingdao China..



#### Facts on China Expo 2014

- **China Fisheries & Seafood Expo, from Wednesday 5<sup>th</sup> to Friday 7<sup>th</sup> of Nov.**
- **Venue at Qingdao International Exhibition center**
- **20th Anniversary for this year Expo**
- **The Norwegian National pavillion was one of totally 20 national pavillions**



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#### Exploring opportunities in the domestic market of China

Early November the **Norwegian Seafood Council** and local market advisor **Sigmund Bjørge** initiated the very first chapter of a new export strategy. Export of Atlantic Cod to the vast Chinese domestic market.

CEO of **Nordic Seaco, Mr. Hogne Worren**, has been following the project since inception. He participated at the main event in southern China, Shanghai. The market potential of Atlantic Cod {*Gadus morhua*} was put under focus by Norwegian exporter.

Currently limited volume of Atlantic Cod is exported from Norway, for domestic consumption. Majority of export volumes are supplied to Chinese reproprocessors, for secondary export.

The Cod project is met by high curiosity, since the specie is recognized as first class, pure fish for home eating.