

*Dear industry members,*

*Interested in increasing your exports to China's domestic market? ASMI is leading a trade mission to Hong Kong, Guangzhou, Shanghai and Qingdao to provide you with the chance to meet face-to-face with key seafood importers from each major region. This includes companies supplying major international hotel chains, supermarkets and fast food chains across China. The trade mission will begin at the 2009 China Seafood Expo in Qingdao, China before moving south to Shanghai, Guangzhou and Hong Kong. While in Qingdao, meetings will be arranged with key importers from Northeast China (including Beijing). In addition to such meetings, you will have the opportunity to meet with potential clients at the ASMI booth. We feel this is a prime opportunity to maximize the impact of your visit; last year's show received over 15,000 qualified buyers from 84 countries.*

*Dates for the trade mission are November 2-11, 2009. The structure of the mission has been formatted so that you will have at least one free night in each city visited to meet with key clients or attend to other business. Please see attached itinerary for details.*

*Participants will need to arrange international travel to Qingdao arriving on November 2 and returning from Hong Kong on the 11th (assuming a return home on the day following the final day of the trade mission). ASMI will be coordinating and hosting all meetings while industry will be responsible for all food, lodging and travel expenses. ASMI China will coordinate domestic China travel for all participants.*

*Due to limited space, ASMI is capping the number of participants at 10; participation will be determined on a first-come, first serve basis. The deadline for notification of participation is Friday, August 7, 2009. Please note that a visa is required for entry to mainland China though the process is generally quick and pain-free.*

*For those interested in extending their stay to meet with industry members in other cities/regions and/or to more fully investigate market dynamics, please contact me for possible opportunities and assistance.*

*I look forward to hearing from you. Please call if you have any questions or concerns.*

*Regards,*

*Joe Jacobson  
Alaska Seafood Marketing Institute  
311 North Franklin, Suite 200  
Juneau, AK 99801  
Tel: 907/465-5529; Fax: 907/465-5572*