

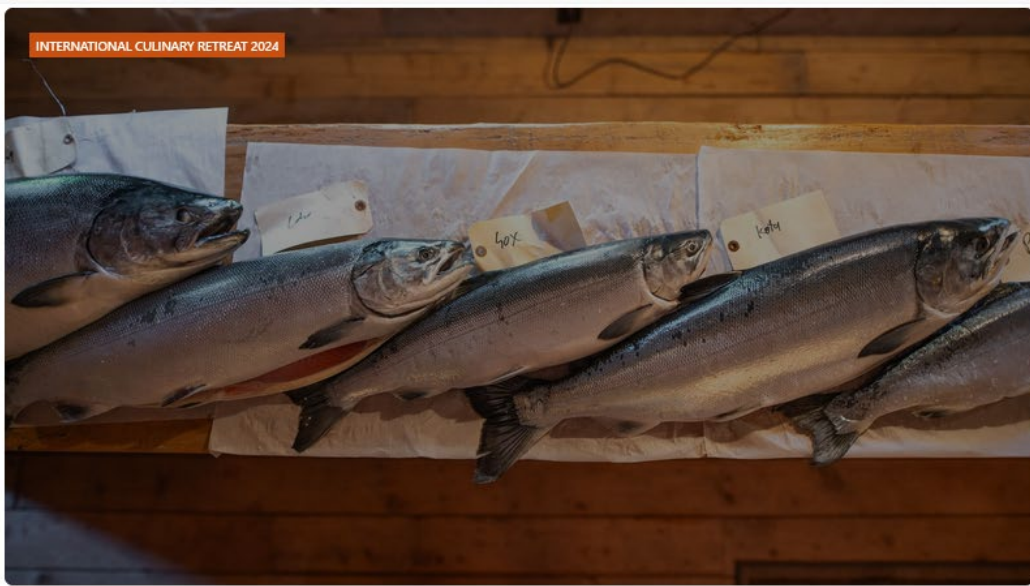
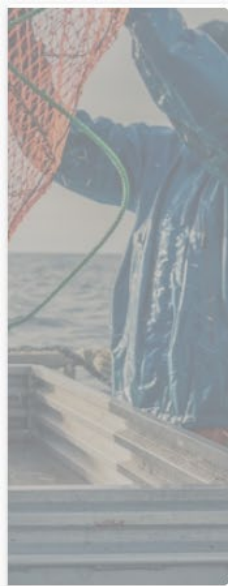
ALL HANDS ON DECK

Conference

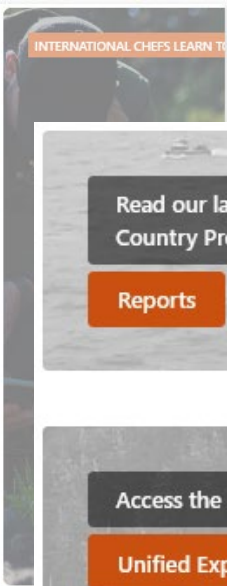


November 6-8, 2025
Anchorage, Alaska





INTERNATIONAL CULINARY RETREAT 2024



INTERNATIONAL CHEFS LEARN T

Read our latest reports:
Country Progress Reports - Quarterly Reports - Trip Reports - Success Stories - Program Updates (NEW)

Reports

Access the Unified Export Strategy Overview

Unified Export Strategy

Get the latest in Consumer Research in our International Markets

International Consumer Research

Meeting Materials for ASMI Board and Committee Meetings - ASMI Public Page

Meeting Materials

Welcome to the IMC Secure Portal

The International Marketing Committee (IMC) helps guide the work of ASMI's International Team. Here you can meet the team, learn more about the company, access reports, meeting materials, export data and strategy and connect with other IMC colleagues.

New to ASMI? Check out the [Alaska Seafood website](#) to brush up on all we do.

Learn more about ASMI:

- Your ASMI International Team
- Your ASMI OMRs
- ASMI Strategic Plan
- Reach out to ASMI

Things you can do here:

- Get the latest Reports
- Access Unified Export Strategy
- Get the Latest Consumer Research
- Read our Success Stories

New ASMI IMC Portal





Pure, Natural, Delicious
純淨 天然 美味

ASMI Hong Kong/China

Alaska Seafood





CONTENTS

- 1 Key Strategies
- 2 Hong Kong Overview
- 3 Activity Successes
- 4 Upcoming Activities
- 5 Mainland China Overview
- 6 New Opportunities
- 7 Conclusions

Alaska Seafood





1. Key Strategies for A New Chapter

Alaska Seafood





Prioritizing Hong Kong & Macau, with the Mainland Great Bay Area as a Secondary Focus

Hong Kong/Macau

- Focus on the Hong Kong/Macau market and expand Alaska seafood's sales and market share.
- Include Mainland China's Greater Bay Area as a secondary priority to strengthen regional links and promote Alaska seafood in the region.

Mainland China

- Monitor the market, maintain trade relations, and sustain Alaska Seafood's market share while exploring future opportunities.



ALASKA
源自美國阿拉斯加





2. Hong Kong & Macau

Strategic Focus, Expansive Opportunities

Alaska Seafood





HK Hong Kong



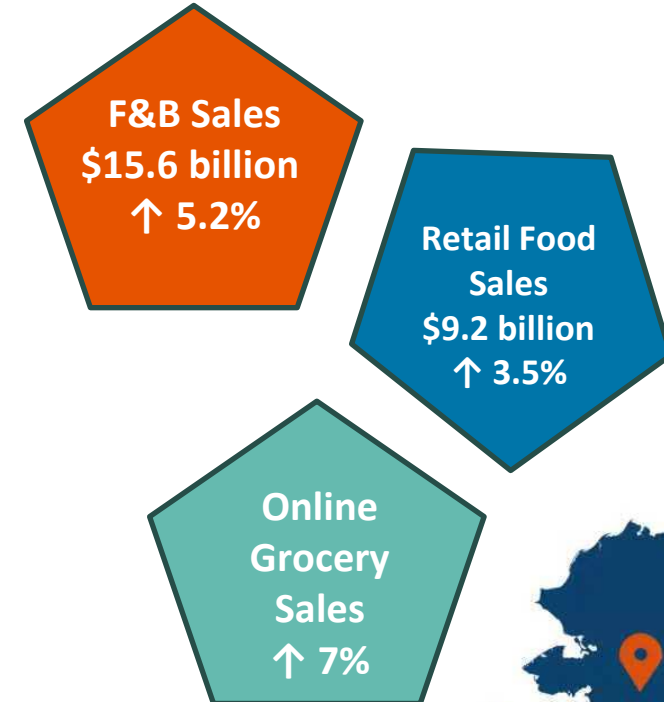
Market Advantages

- Free trade hub
- No import tariffs
- Open & Competitive
- Seafood relies on imports
- Easy access & simplified documentation

Industry Landscape

- Strong retail infrastructure (700+ supermarkets, 1,300+ convenience stores & ~100 traditional markets)
- 16,500+ restaurants (↑ 2% YoY)
- Diverse consumer base

Sector Growth Rates





MO Macau



Market Overview

- Relies heavily on Hong Kong for food supply
- Economy thrives on tourism
- Focus on luxury dining, Western cuisine, and branded ingredients

Industry Landscape

- Retail food sales (2024): USD 960 million (↑ 4.1%)
- 2,100+ restaurants; hotels and integrated resorts
- F&B sector revenue (2024): USD 2.4 billion (↑ 6.8%)



A Gateway to The Great Bay Area



Alaska Seafood

- **86m+** population
Rising middle-class & young consumers
- **11 cities**
Leading seaport & logistics hubs
- **11% of China's GDP**, less than 1% of country's land area
Pilot zone for premium & imported products





Pure, Natural, Delicious
純淨 天然 美味

**Alaska Seafood in
Hong Kong/Macau/
Great Bay Area:
Diverse Offerings,
Broad Coverage**

**From High-End Retailers
to Mainstream Stores, and
Featured on Many Hotel
Restaurant Menus**

Popular Species

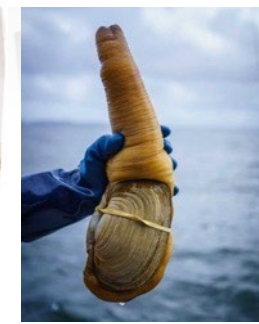
Retail: Black Cod, POP & Salmon (Sockeye/Coho/ Canned)

Foodservice: Black Cod & Pollock



Emerging Species

Pacific Cod & Geoduck





Pure, Natural, Delicious
純淨 天然 美味

3. FY25/26 Activity Successes

Alaska Seafood





Pure, Natural, Delicious

純淨 天然 美味

Retail Promotion with Unicorn Store Hong Kong



September 11-24, 2025,
4 Stores + 1 online APP

Products: Alaska Pollock (New in Store), Alaska Black Cod, Alaska Pink Salmon

Reach: Young & mid-aged, lifestyle oriented consumers

Media: Social + Newspaper

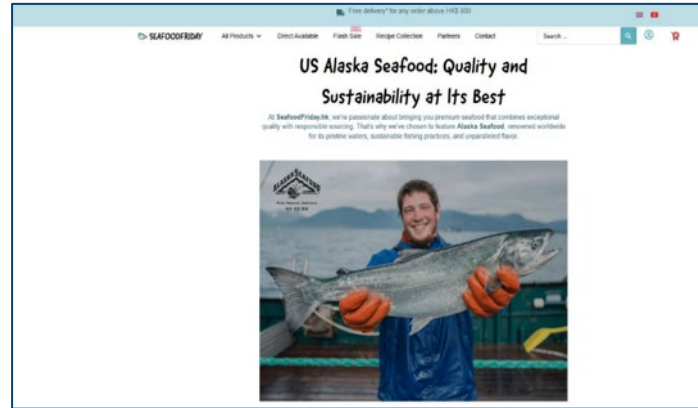


ALASKA
源自美國阿拉斯加





Online Promotion with SeafoodFriday & Worldwide Seafood Hong Kong



August 1 - September 30, 2025,
2 Online Platforms

Products: Alaska Pollock (New in Store), Black Cod, Halibut, Sockeye Salmon

Reach: Young-mid aged seafood lovers

Media: Digital banners + Newspaper





Pure, Natural, Delicious

純淨 天然 美味



In-store Promotion Walmart Great Bay Area



August 8 – September 7, 2025
8 Stores

Products: Alaska Pollock & Surimi

Reach: Urban middle-class households from Mainland's GBA & Hong Kong.

Media: Press releases via 20 leading national media outlets

让厨房更省心，美国阿拉斯加海产解锁夏日好滋味

中国水产信息网
对于许多家庭来说，一顿饭不仅关乎口味，更关乎健康。精心选材，尤其是新鲜海鲜时，大家也常常买到品质可靠、处理方便、价格实惠的好食材。这个夏天，在沃尔玛门店，就能买到来自大洋彼岸的美国阿拉斯加鲈鱼及鲑鱼鱼糜制品回家，用一份实惠的价格，为心爱的餐桌“点亮夏日”。



美国阿拉斯加位于北太平洋与北冰洋交汇处，拥有广阔纯净的阿拉斯加湾，是天然的海鲜天堂。这里出产的鲈鱼和鲑鱼，是世界上最优质的海产之一。自然生长的鱼类生活在寒冷水域中，肉质更加紧致鲜美，营养丰富，且脂肪低，是烹饪时备受青睐的食材。



美国阿拉斯加鲈鱼，它的肉质细嫩、低脂高蛋白，处理方便，无论是清蒸、香煎，还是煎炒、做鱼排，都能轻松搞定。尤其适合家里有小孩或老人吃，给你和家人带来健康美味的享受。一份新鲜的海鲜，是餐桌上的最佳选择。

美国阿拉斯加鲈鱼，它的肉质细嫩、低脂高蛋白，处理方便，无论是清蒸、香煎，还是煎炒、做鱼排，都能轻松搞定。尤其适合家里有小孩或老人吃，给你和家人带来健康美味的享受。一份新鲜的海鲜，是餐桌上的最佳选择。



美国阿拉斯加鲈鱼，它的肉质细嫩、低脂高蛋白，处理方便，无论是清蒸、香煎，还是煎炒、做鱼排，都能轻松搞定。尤其适合家里有小孩或老人吃，给你和家人带来健康美味的享受。一份新鲜的海鲜，是餐桌上的最佳选择。



作为阿拉斯加海产丰富，加工成熟的代表生鱼种，阿拉斯加鲈鱼价格亲民，是进口产品中的高性价比之选。不仅品质稳定，且能以高性价比，为您提供新鲜的海鲜食材。

8月至9月，深圳沃尔玛门店均可买到美国阿拉斯加鲈鱼及鲑鱼鱼糜制品。推广期间，您也可以更加直观地了解阿拉斯加鲈鱼的特点与用途。欢迎大家走进沃尔玛门店，亲自感受一下来自阿拉斯加的新鲜美味。





Sales Promotion in Hong Kong & The Great Bay Area – Q1



Alaska Seafood

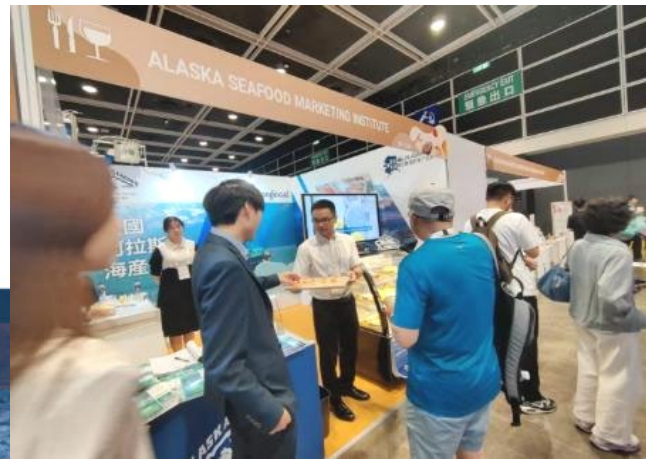
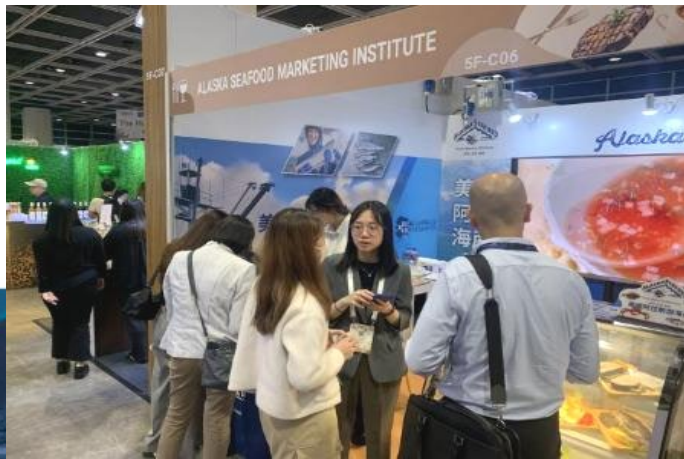




Pure, Natural, Delicious

純淨 天然 美味

Restaurant & Bar Hong Kong



September 2-4, 2025

Products Displayed & Sampled: salmon, sablefish, crab & pollock

Reach: F&B and hospitality professionals from Hong Kong, Macau & GBA

Results: 27 trade leads

ALASKA

源自美國阿拉斯加

Alaska Seafood





Pure, Natural, Delicious

純淨 天然 美味

SIAL ShenZhen 2025



September 1-3, 2025

Products: 10 products (sablefish, sockeye, pollock roe, Pacific cod, sea cucumber, POP, pollock surimi, etc.)

Reach: F&B buyers, professionals & importers from South China (incl. HK & Macau)

Results: 88 trade leads

Media: Online food media advertising





Pure, Natural, Delicious

純淨 天然 美味



SIAL Shenzhen
Sep. 1-3, 2025
Shenzhen, China



Restaurant & Bar HK
Sep. 2-4, 2025
Hong Kong

Trade Shows in Hong Kong & The Great Bay Area – Q1

- 115 qualified leads
- 24 sales inquiries
- High interest in Rockfish and Pacific Cod





Pure, Natural, Delicious
純淨 天然 美味

4. Upcoming Activities

Alaska Seafood





Q2 Focus – Bringing Alaska Seafood to the Holiday Table

Premium Outlets



Regional Focus

- Hong Kong & Macau Premium Outlets
- Hong Kong & Great Bay Area Mainstream outlets

Mainstream Markets



Product Offerings

- Expand Alaska seafood product offerings
- Introduce new menus/recipes



AMA RISTORANTE
The Original Authenticity!

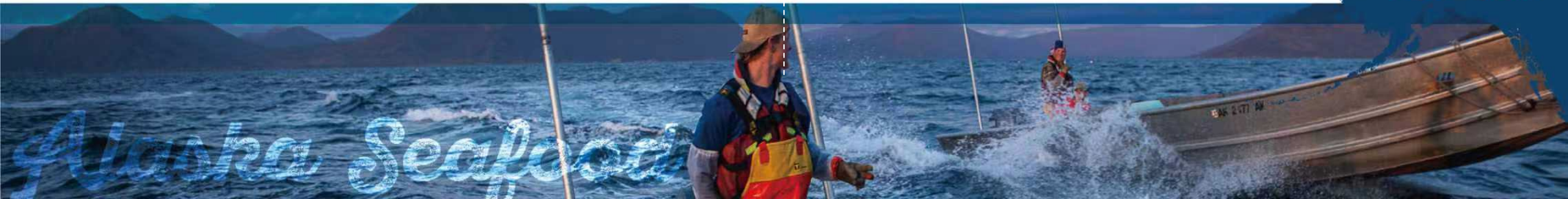
DeliFans
gourmet to door

王家沙
花樣年華

AEON

November-December, 2025:

- Foodservice Promotions with AMA Ristorante & Bloom by WJS
- Retail promotions with AEON & Delifans





Q2 Focus – Market Monitoring



Regional Focus

- Hong Kong, Macau & Great Bay Area



Store Types

- Major retail chains from premium to mainstream



Retail Survey:

- Semiannual (next due end of Dec.)
- Understand product development particularly in Hong Kong/Macau





5. Mainland China

Amid Competition, Opportunities Persists

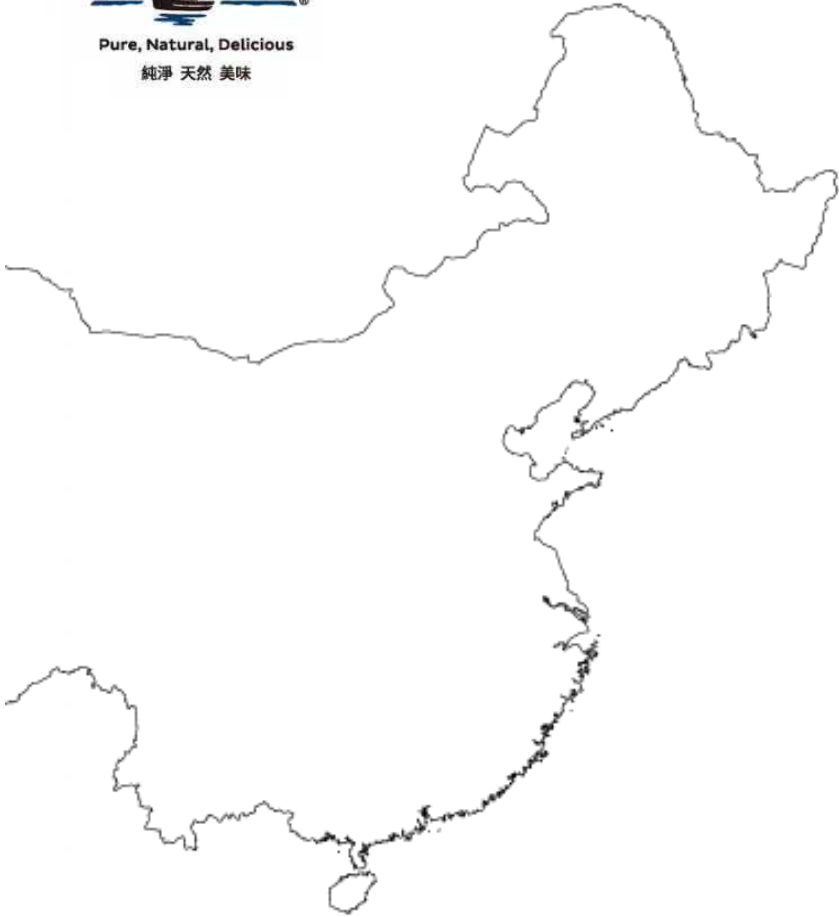
Alaska Seafood





Pure, Natural, Delicious

純淨 天然 美味



Mainland China

- Economic growth is slowing down
- Tariffs on Alaska seafood ↓ 10%, but remain higher than major competitors
- Russian seafood ban boosts China as a key market, challenging Alaska seafood



ALASKA

源自美國阿拉斯加





Tariff Update



No	HS Code	Simple Description*	Current Tariffs	Tariffs from Nov. 10
1	3033900	H&G flatfish	27%	17%
2	3031200	H&G Pacific salmon	27%	17%
3	23012010	Fish meal	22%	12%
4	3079190	Fresh/live mollusks*	27%	17%
5	3038990	Nonspecified H&G	25%	15%
6	3036300	H&G cod	25%	15%
7	3063399	Live crab	27%	17%
8	3036700	H&G Alaska pollock	25%	15%
9	3031100	H&G sockeye salmon	27%	17%
10	3049400	Alaska pollock surimi	27%	17%
11	3061490	Frozen crab	25%	15%
12	3035100	Frozen herring	25%	15%
13	3047500	Alaska pollock fillets	27%	17%
14	3039100	Fish livers, roes, & milt	27%	17%
15	3049500	Non-pollock whitefish meat	27%	17%
16	3033110	H&G Greenland halibut	25%	15%
17	16056100	Sea cucumbers	25%	15%

Latest Update from China:

China will remove the retaliatory tariffs (10%) that were imposed on March 4, 2025.





Pure, Natural, Delicious

純淨 天然 美味

ASMI @

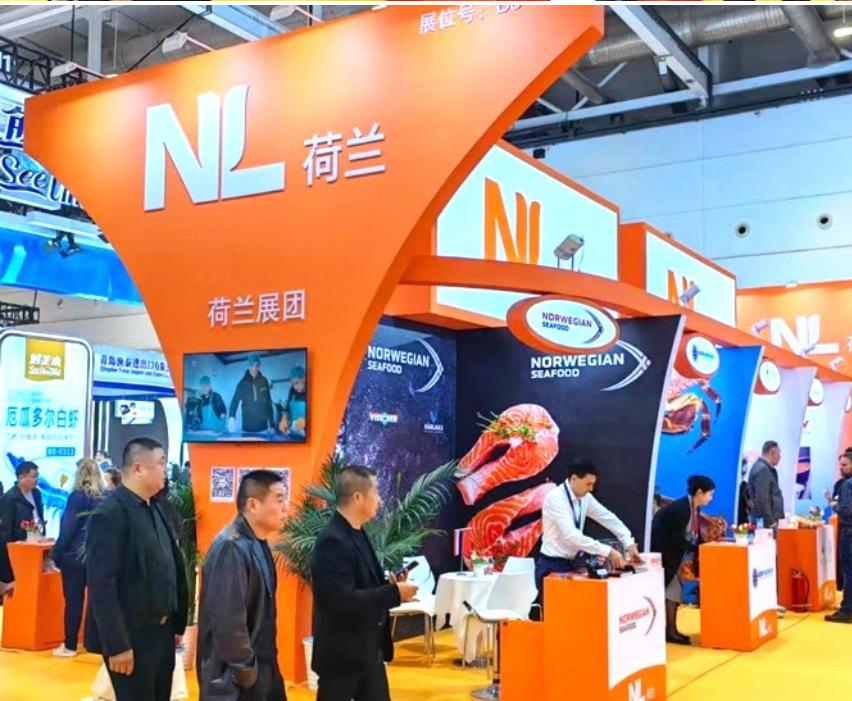
China Fisheries &
Seafood Expo

Oct. 29-31, 2025
Qingdao, China





Other countries at China Fisheries & Seafood Expo 2025



Strong Competition
Signals Great Potential

Russia @ China Fisheries & Seafood Expo 2025



- **30+ companies participated**

- **30+ products**

Salmon, Salmon Roe, Pollock, Pollock Surimi, Pollock Roe, Sole, Halibut, Crabs, Herring, Sea Cucumber, Skate Wing, etc.

Activity Focus – Trade Monitoring & Market Intelligence

Key Findings from Chinese Traders



Premium Quality: Strong interest in Alaska seafood's superior quality and reputation



Sustainability: High demand for MSC-certified and eco-friendly products



Market Demand: Growing need for ready-to-eat and convenient seafood



Challenges: Price sensitivity and tariffs, but interest remains strong

Key Statement from a AK Industry Member

“Alaska seafood faces challenges in China, but this large market still holds opportunities – we are confident in securing our share here.”



ALASKA
源自美國阿拉斯加



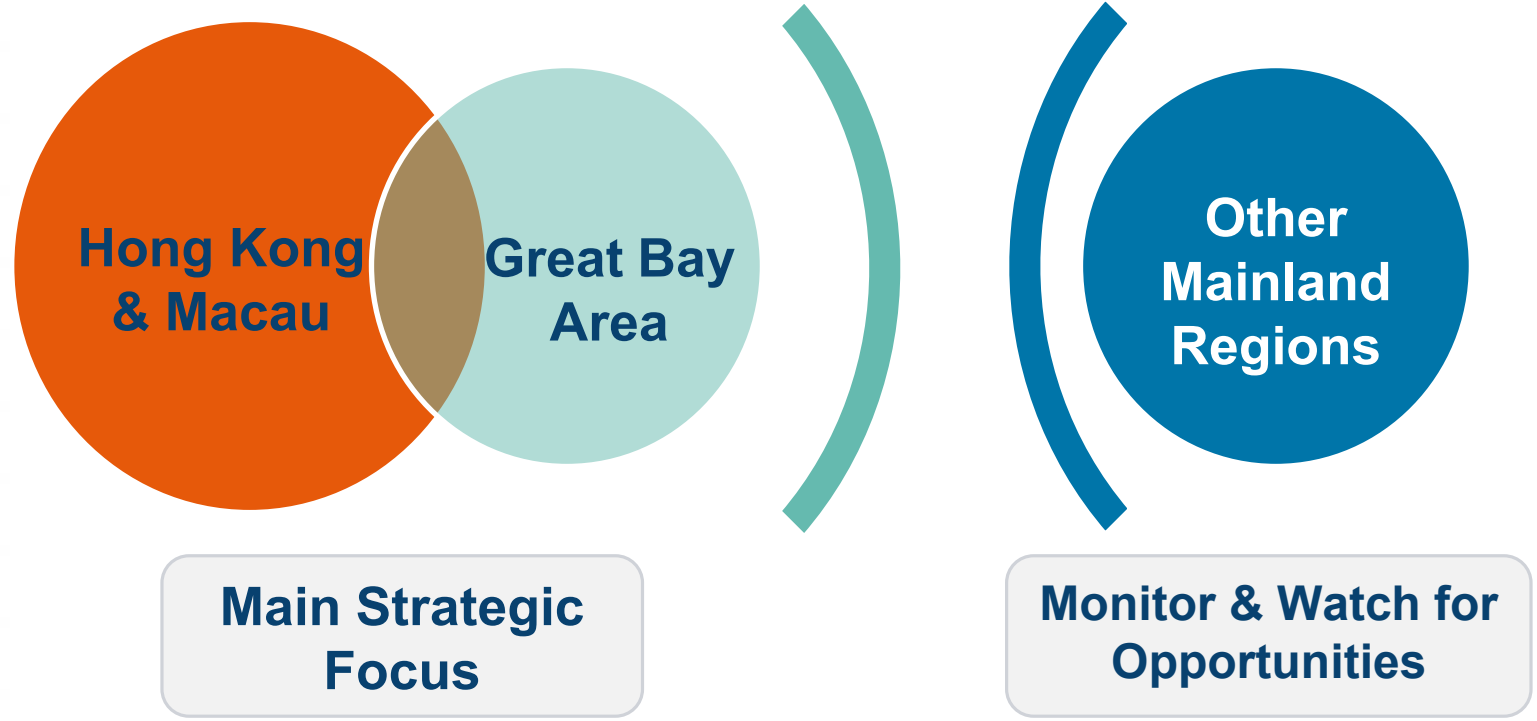


Pure, Natural, Delicious
純淨 天然 美味

6. Unlock New Opportunities

Alaska Seafood





- **Target young consumers & families**
- **Highlight Alaska seafood's nutrition**





New Initiatives



Nutrition Flyers

Create educational flyers highlighting Alaska seafood health benefits



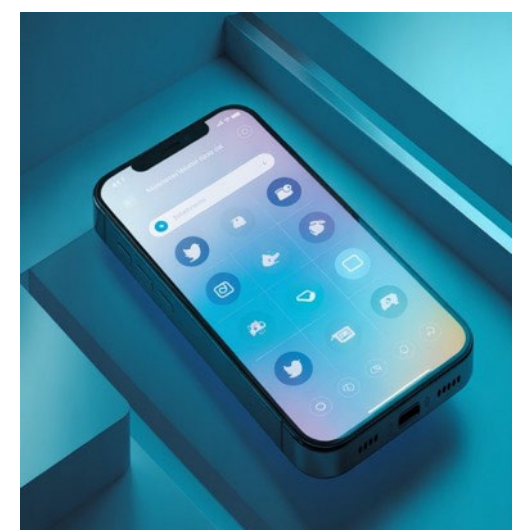
Healthy Recipes

Develop new recipes featuring Alaska seafood



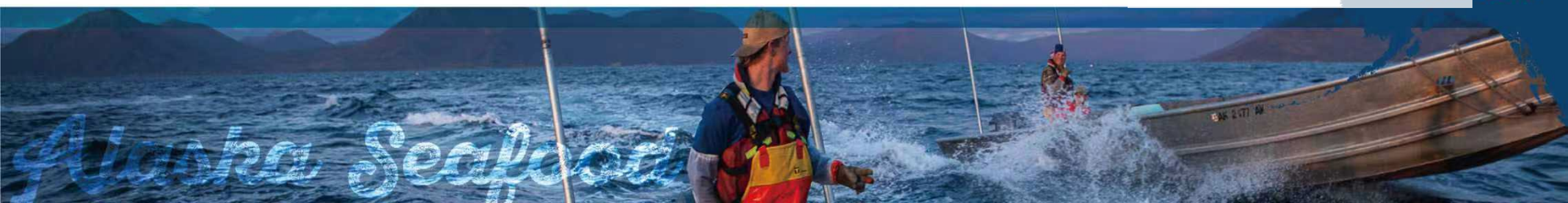
Strategic Partnership

Partner with gyms or restaurants for nutritious menus



Modern Channels

Leverage retail, social media, & ecommerce to reach young consumers & families



ALASKA
源自美國阿拉斯加



Pure, Natural, Delicious
純淨 天然 美味

7. Conclusions

Alaska Seafood



Feature 'Alaska Origin' Across All Activities



HONG KONG & MACAU



Focus on Hong Kong, Macau, expand reach to the Great Bay Area



Broaden product offerings in retail & foodservice channels

MAINLAND CHINA



Maintain market monitoring & market intelligence



Provide updates on market development & new opportunities



ALASKA
源自美國阿拉斯加



Thank You

ALL HANDS
ON DECK
Conference 

