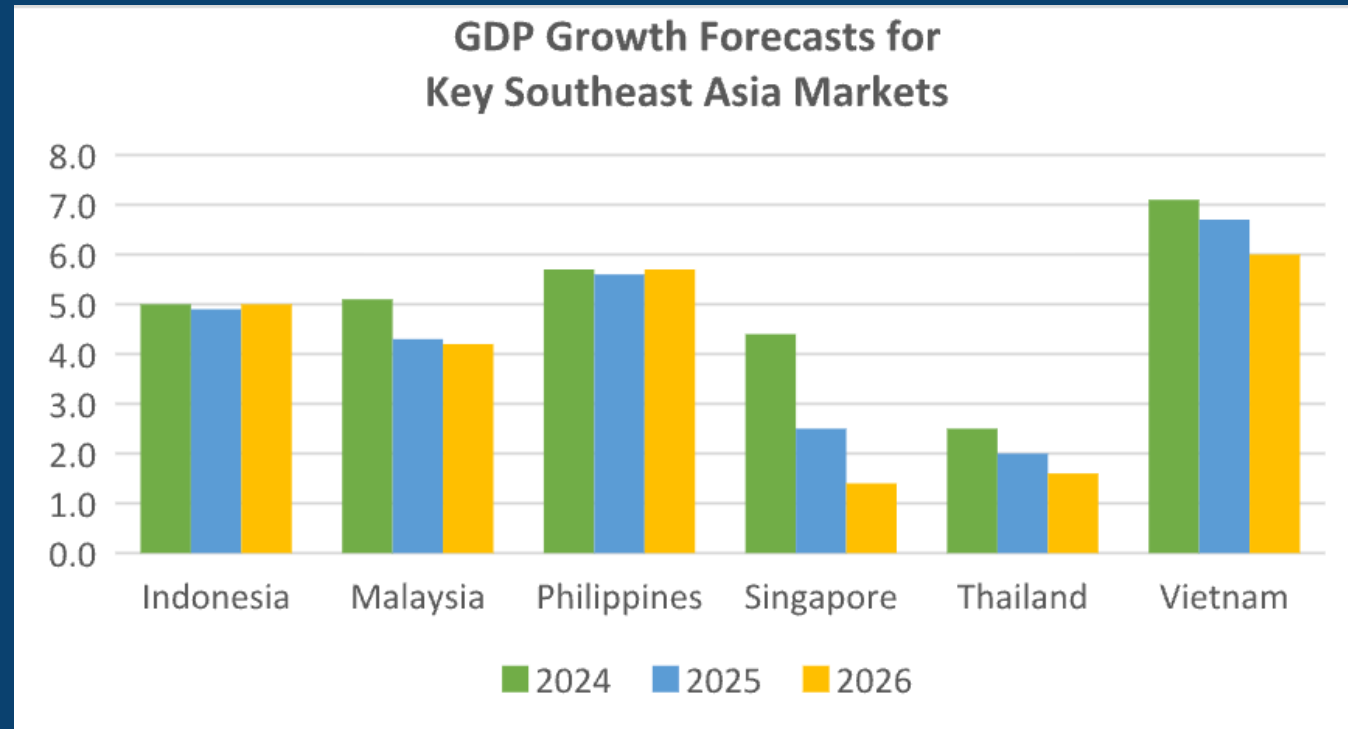


# Southeast Asia Market Report All Hands On Deck 2025



# SEA Economic Growth & Tariff Update



Source: September 2025 Asia Economic Outlook

Growth forecast reduced due to:

- Global economic growth slowdown
- Trade uncertainty from U.S. import tariffs announced in early 2025



# SEA Economic Growth & Tariff Update

Country	U.S. Tariff Rate
Vietnam	20%
Thailand	19%
Indonesia	19%
Malaysia	19%
Philippines	19%
Singapore	10%

Direct retaliation was largely avoided, with most countries working to secure reduced tariff rates, mitigate economic impact, and maintain strong trade relations with the U.S.



# Recent Successes of ASMI SEA



# Trade Missions

Year	Country	Supplier Companies Joined	Processing Plants Visited	Sales During Trip	12-month Projected Sales
2023	Vietnam	13	7	\$1,196,000	\$6,425,000
2024	Thailand	11	4	\$660,000	\$14,420,000
2025	Indonesia	8	7	\$525,000	\$4,230,000
<b>Total</b>		<b>32</b>	<b>18</b>	<b>\$2,381,000</b>	<b>\$25,075,000</b>



# Trade Shows



Year	Trade Show	Trade Leads Gathered	Supplier Companies Joined	Sales During Shows	12-month Projected Sales
2023	THAIFEX-Anuga Asia	23	8	\$231,325	\$2,400,000
	Seafood Expo Asia	55	7	\$57,261	\$295,000
2024	THAIFEX-Anuga Asia	32	5	\$396,780	\$2,365,000
	Seafood Expo Asia	42	5	\$436,000	\$2,210,000
2025	THAIFEX-Anuga Asia	25	4	\$253,626	\$883,990
	Seafood Expo Asia	23	5	\$330,000	\$1,200,000
Total		200	34	\$1,705,001	\$9,263,990



# Technical Support to SE Asia Seafood Processors (EMP)

- Year 1 (July '24 - June '25): Develop a database of SEA seafood processors for Alaska seafood suppliers to identify new trading partners
  - 166 potential processing partners for Alaska seafood exporters
  - Database available upon request to ASMI Head Office
- Year 2 (July '25 - June '26): Technical training for selected SEA processors so they can more effectively work with Alaska suppliers
  - Philippines and Malaysia: December 1-11, 2025
  - Thailand, Vietnam, and Indonesia: March 30- April 7, 2026
- Year 3 (July '26 – June '27): Develop and strengthen supplier-processor relationships via communication materials, targeted technical support to key processors, trade missions, technical seminars, and other trade development activities
- Collaborating with FAS Posts, Global Seafood Alliance, SEA seafood industry associations, and other trade contacts



# Plans For Additional Federal Funding



# SE Asia - Japan Collaboration

- Work with SEA regional food manufacturers and retailers to develop innovative ready-to-eat products similar to those developed in Japan
- Focus on SE Asia's sizable Japanese community, regional affinity for Japanese food, and continued shift of seafood processing from China to SE Asia
- Organize a trade mission to Japan with key SEA food processors and retailers
- Upcoming Alaska Seafood Fair with Ezoya Japanese restaurant in Bangkok, Thailand (November 27, 2025)



えぞやに、アラスカの海の幸が集結！  
期間限定メニューでお迎えます。(4月末日まで)

ALASKA SEAFOOD × 北海道 和食 居酒屋 えぞや

Alaska Seafood Fusion Flavors in JAPANESE STYLE

アラスカシーフードって？  
米国アラスカ州と同州水産業界でつくる官民パートナーシップ団体。アラスカ産の水産製品の魅力を広めるべく、このたび当店とのコラボが実現。「和」との融合による新たな美味をお楽しみください。

メニューをご注文いただいた方にオリジナルグッズをプレゼント！  
銀鱈缶 保冷バッグ(小) 保冷バッグ(大)

スモークサーモン なめろう 280B	銀鱈の 和風ムニエル 240B	銀鱈の 竜田揚げ 8個 320B	スモークサーモン 手毬寿司 2個 120B	紅鮭と スケトウダラの石狩鍋 500B
紅鮭塩焼き 300B	明太マヨの 軍艦 3個 240B	銀鱈粕汁 一人前 200B	スケトウダラ 豆乳味噌スープ 一人前 200B	

北海道寿司居酒屋えぞや  
※当店には本館と別館がございます。駐車場 20 台収容可  
ご予約：02-258-6635 住所：Sukhumvit soi 30 地図 E-6  
営業日：●月～金 / 16:00～22:00 ●土 / 12:00～22:00 ●日 / 12:00～21:00 年中無休



# Expand on the EMP Project

- Increase funding for Alaska suppliers to travel to SE Asia and meet with regional processors
- Provide more technical seminars and support to follow-up on 2025-26 training
- Sponsor SE Asia buyers to travel to SENA and SEG to meet with Alaska suppliers and find new markets for their products
- Focus on value-added products, such as ready-to-eat meals
- Support SEA food processors to create and develop new products



# Education on Fresh vs. Frozen



**FROZEN**

**In Alaska, we use the highest technology in flash freezing... and how is this better than “fresh” seafood that’s traveled for days?**



**=**

**It locks in that just-caught flavor, texture, and nutrients within hours of harvest, delivering peak ocean-fresh seafood without the preservatives.**



**FRESH**



# Upcoming Events

- Retail Promotions with FAS Bangkok
- EMP Technical Training: Philippines & Malaysia, December 1-11, 2025
- EMP Technical Training: Thailand, Vietnam, & Indonesia, March 30 – April 7, 2026
- THAIFEX-Anuga Asia 2026: May 26-30, 2026
- Vietfish 2026: August 19-21, 2026
- Seafood Expo Asia 2026: September 2-4, 2026



Questions or Comments?

Thank You!

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