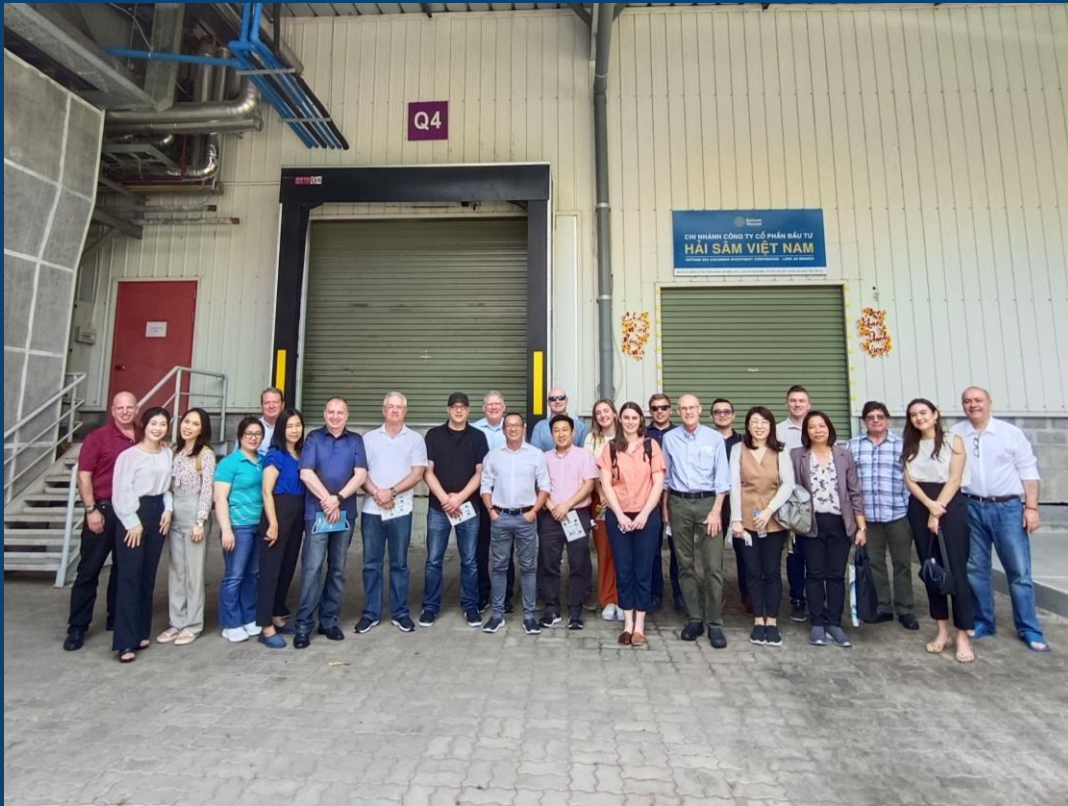


# Southeast Asia Market Report Summer Strategy Session

Seattle, August 16, 2023



# Early 2023 Activities



## Trade Mission to Vietnam

- 12 suppliers joined
- \$1,196,000 sales during the trip
- 12 month projected sales: \$6,425,000



## THAIFEX-ANUGA Asia 2023

- 5 suppliers joined the booth
- \$231,325 in sales at the show
- 12 month projected sales: \$2,400,000



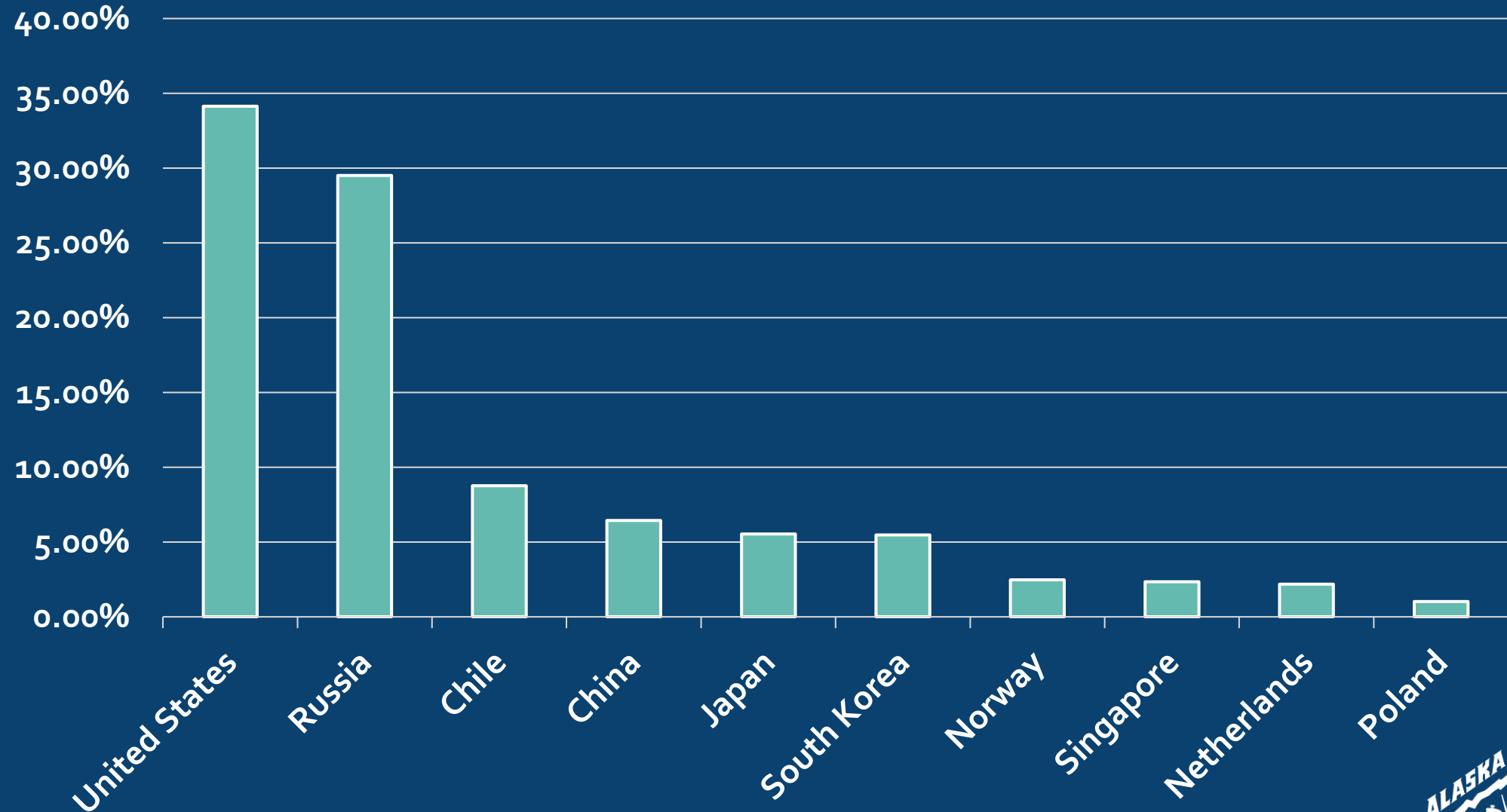
# Summary of Alaska Seafood Exports to SE Asia 2021 and 2022

Country	2021		2022		% Change 2021 to 2022	
	Volume MT	Value USD	Volume MT	Value USD	Volume MT	Value USD
Thailand	22,920	\$ 70,903,263	29,138	\$ 93,511,465	27%	32%
Vietnam	11,769	\$ 46,492,575	11,776	\$ 30,293,399	0%	-35%
Singapore	123	\$ 1,516,237	217	\$ 1,312,517	76%	-13%
Philippines	30	\$ 372,293	46	\$ 795,223	53%	114%
Malaysia	1,569	\$ 4,896,257	1,344	\$ 4,702,947	-14%	-4%
Indonesia	671	\$ 7,267,848	2,572	\$ 8,960,081	283%	23%
<b>Total</b>	<b>37,081</b>	<b>\$ 131,448,473</b>	<b>45,092</b>	<b>\$ 139,575,632</b>	<b>22%</b>	<b>6%</b>

Source: McKinley Research



# Competition: Southeast Asia Market Share



Source: Trade Data Monitor, 2022 Market Share for frozen pollock, cod, and Pacific salmon

Note: Data not available for Vietnam



# Norwegian Seafood Council

- Developed a USD2 million marketing campaign with a famous Thai-Norwegian actress, Yaya Spermund, as their brand ambassador <https://www.newswit.com/en/ifupbvjhazzrobxoiarkfjv4c32hkroy>
- Ran from August – December, 2022
- Targeted 20% salmon and trout sales increase in 2023
- Created an Instagram filter for a lucky draw to win a year's supply of Norway seafood



SEAFOOD FROM NORWAY NORD

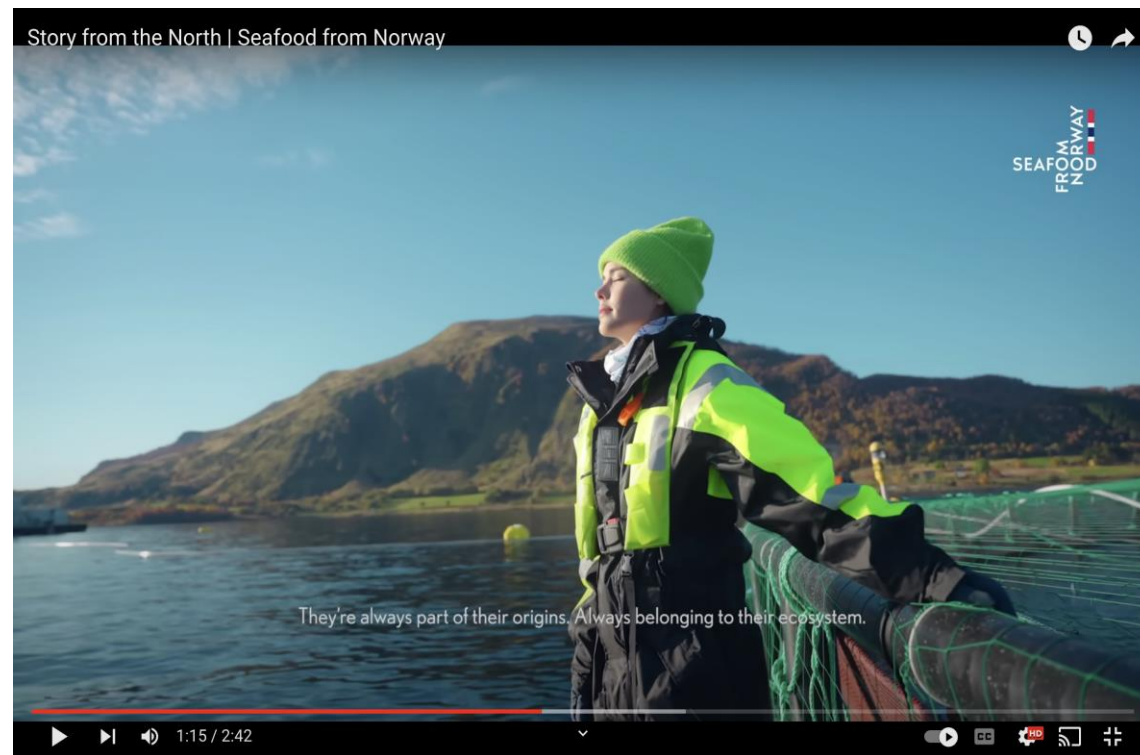
ประกาศผู้โชคดี สำหรับการแข่งขัน โปสเตอร์ปลาเตอร์นิก้า

1. Porpla Juntanon (@porplapika)

2. Nutthaya (@nutthayak)

ผู้โชคดีสามารถติดต่อบริษัท เพื่อการรับสิทธิ์ได้เลยนะ- วันนี้!

The image shows a promotional graphic for an Instagram filter. It features the 'SEAFOOD FROM NORWAY NORD' logo with a QR code. The main text in Thai asks for the announcement of the lucky draw winner for the 'Poster Competition'. Two winners are listed: Porpla Juntanon (@porplapika) and Nutthaya (@nutthayak). Below the list, it states that the lucky draw winner can contact the company to receive their prize. Two smartphone screens are shown, one displaying the Instagram filter interface with a woman's face and the other showing the contest details.



Story from the North | Seafood from Norway

SEAFOOD FROM NORWAY NORD

They're always part of their origins. Always belonging to their ecosystem.

1:15 / 2:42

The image shows a video player interface. The video title is 'Story from the North | Seafood from Norway'. The video content features a woman in a bright green beanie and a high-visibility jacket standing on a boat, looking out at a scenic landscape with mountains and water. The video player includes a progress bar and a timestamp of 1:15 / 2:42. The 'SEAFOOD FROM NORWAY NORD' logo is visible in the top right corner of the video frame.



# Norwegian Seafood Council

Collaborated with food delivery apps and restaurants using Norwegian seafood

สั่งชุดเซลมอน หรือ ซาชะจากนอร์เวย์  
รับส่วนลดคำสั่ง 20 บ.\*

พร้อมรับผ้าอ้อมประมงหรือกระเป๋าเก็บความเย็น เมื่อสั่งซื้อครบ 399 บ. ขึ้นไป


ใส่รหัส **NORWAY20**



\* ส่วนลดเป็นไปตามบริษัทกำหนด

Promotion with  
GrabFood

ตามรอยเส้นทาง แห่งนอร์เวย์  
กับ 10 ร้านอาหารชื่อดังในกรุงเทพฯ



Road Map of  
Menu Promotions



1 ปอนด์ เพียง **1,159.-**  
(ปกติ 1,290.-)

2 ปอนด์ เพียง **1,789.-**  
(ปกติ 1,990.-)

ราคาพิเศษ 1 ปอนด์ เหลือเพียง 1,159.- (ปกติ 1,290.-) หรือขนาด 2 ปอนด์ เหลือเพียง 1,789.- (ปกติ 1,990.-)  
เซลมอนหรือซีฟู้ดเกรดพรีเมียม (ทะเล) • เปิดพรีออเดอร์ : 1-10 ส.ค. 66 • สินค้าพร้อมส่ง : 11-14 ส.ค. 66



Thai Mother's Day Garland



# Norwegian Seafood Council

**Seafood Under the Stars:** Annual event in collaboration with Norway Chamber of Commerce to promote Norway as a seafood nation. It is normally held in the garden of the Norwegian Ambassador's residence in Bangkok.



# Long Term Efforts

## More importers and more Alaska products in Singapore and Indonesia



Singapore retail promotion  
with FairPrice Supermarket



Indonesia seafood  
trade dinner





# Long Term Efforts

## Importers joining Cooperative Promotions



EB Foods, Malaysia  
Giveaway  
in Malaysia & Singapore



Bangkok Seafood Co.  
Social media campaign  
in Thailand



PT BMI Indonesia  
Health Talk  
Seminars



# Ongoing Long Term Efforts

## Paleo Robbie, Thailand

### Get to know our wild-caught salmon



**Keta salmon**

mild flavor, firm flesh



**Pink salmon**

delicate & light flavor



**Coho salmon**

tender texture, moderately bold taste



**Sockeye salmon**

succulent, bright orange meat



**King salmon**

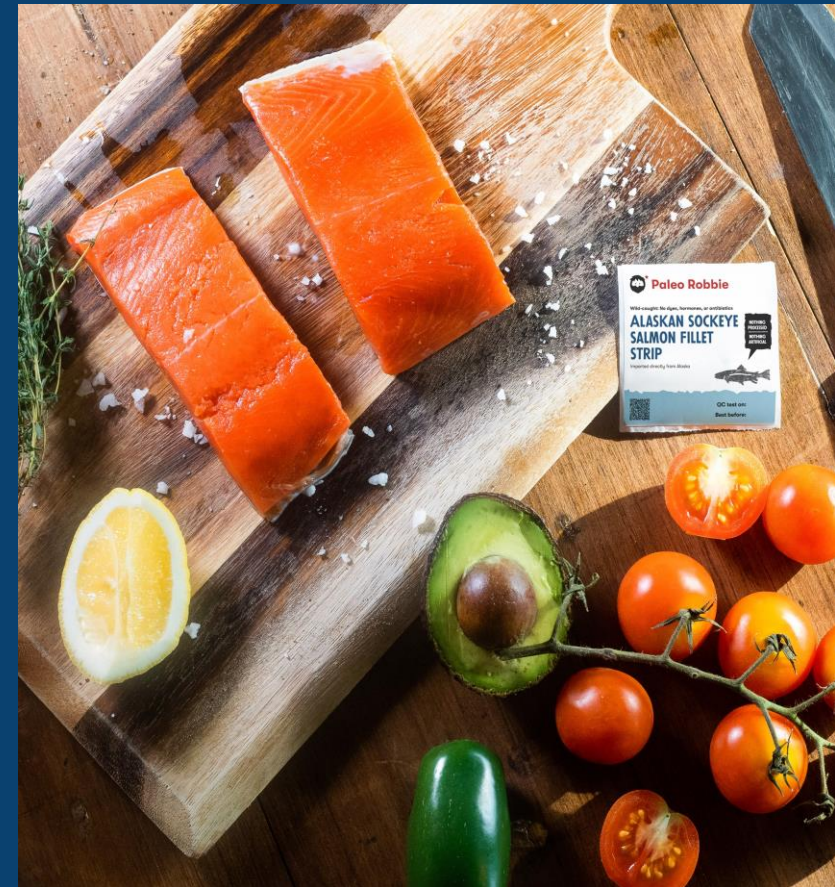
highest fat content, 'melt in your mouth' texture



Paleo Robbie · Follow

March 17 · 🌐

Cooking great restaurant-quality food at home is easy when you have great ingredients 🍴  
Wild-caught salmon from Alaska has a meatier texture than farmed salmon. It's much leaner, which is why you won't get that fatty aftertaste that you sometimes get with farmed salmon ✅  
You also don't have to 'dress' up the salmon too much because it already has a deep, stronger "salmon" flavor than its farmed counterparts. Just a bit of salt, pepper, and a splash of lemon will already ... See more





Organized by the  
**Vietnam Association of  
Seafood Exporters and  
Producers (VASEP)**  
**Ho Chi Minh City**  
**23-25 August**

### 2019 Recap

- 🐟 9 sqm. booth
- 🐟 20 trade leads/new contacts

### Upcoming 2023

- 🐟 24 sqm. booth
- 🐟 Booth sampling of 6 recipes using Sockeye, Pollock, and Mentaiko





# Seafood Expo

ASIA

## Singapore, September 11-13

### 2022 Recap

- 33 sqm. booth
- 81 trade leads and 31 new contacts
- 6 industry members participated

### Upcoming in 2023

- 81 sqm. booth
- Trade reception planned for Sep 12
- Tandem 1-month restaurant menu promotion
- 6 suppliers & importers will join the booth
- More industry members welcome!



Trade Mission  
to  
Thailand  
Proposed dates:  
December 3-10, 2023



# Thank You!

Tim Welsh  
tim@agrisource.co.th

