



Wild, Natural & Sustainable®

FY26 Accomplishments & FY27 Outlook

Region/Country: Southeast Asia

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1. TOP ACCOMPLISHMENTS – FY26

Executive Summary

ASMI Southeast Asia strengthened the region's position as a strategic hub for Alaska seafood by expanding trade partnerships, increasing industry knowledge, and creating new commercial opportunities. Through targeted high-impact industry events, and technical training programs, ASMI successfully connected Alaska suppliers with seafood processors, manufacturers, and buyers across Southeast Asia. These initiatives generated significant business results, strengthened long-term partnerships, and reinforced the value of Alaska's wild, sustainable seafood in the region.

Top 3 Accomplishments

1. Activity: Japan & SE Asia Collaboration – Trade Mission to Tokyo, Japan 2026

- **Objective:** This mission served as a market research and business development initiative, providing Thai seafood processors with direct exposure to Japanese retail trends, potential Alaska seafood suppliers, and Japanese companies successfully producing value-added products.
- **Results:** Thai seafood processors gained insights into Japanese retail trends, consumer preferences, and innovative value-added seafood products made with Alaska-origin seafood. Participants also established new business connections with potential suppliers and industry partners.
- **Quantifiable Impact:** 9 meetings with Alaska seafood suppliers and Japanese companies that are interested in value-added Alaska seafood products processed in Thailand.
- **Why it mattered:** The mission strengthened connections between Thai processors, Japanese companies producing value-added products, and Alaska seafood suppliers, creating opportunities for future sourcing, product innovation, and long-term commercial collaboration.

2. Activity: THAIFEX-Anuga Asia 2026

- **Objective:** Highlight Alaska seafood and connect with existing and potential importers, food manufacturers, and buyers to increase sales.
- **Results:** ASMI collected 30 trade leads and established 23 new trade contacts.
- **Quantifiable Impact:** Estimated sales of \$220,000 during the event, with projected additional sales of \$899,900 over the next 12 months.
- **Why it mattered:** THAIFEX-Anuga is a premier platform for Southeast Asia's food and beverage industry with 3,590 exhibitors and 94,685 trade visitors. The event created strong opportunities for international business connections, generated new leads, and drove both immediate and future sales.





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3. Activity: Alaska Seafood Re-processing Technical Seminars

- **Objective:** Increase awareness, knowledge, and sales of Alaska seafood; support Alaska seafood suppliers in finding processing partners in Southeast Asia; provide and expand the technical knowledge of Alaska seafood to seafood processors and potential buyers.
- **Results:** Increase knowledge of Alaska seafood species, processing requirements, key processing skills, operation guidelines, and CSI orientation across Philippines, Malaysia, Thailand, Vietnam and Indonesia.
- **Quantifiable Impact:** A total of 282 participants from 109 seafood processing companies and potential buyers were trained.
- **Why it mattered:** By introducing regional processors to a broader spectrum of Alaska's wild, natural, and sustainable seafood offering, ASMI SEA strengthened industry partnerships, supported market development, and created opportunities to expand into new market segments and drive sales growth.

2. PLANS FOR FY27

Strategic Priorities

Consumer Sector

Social Media and Influencer Engagement

- Platforms: Facebook, Instagram, and regional website.
- Key message: Wild-caught, natural & sustainable, safe, convenient, and nutritional seafood.
- Influencer Engagement: To partner with at least 8 - 10 targeted regional lifestyle and culinary influencers.
- Expected Results: The number of followers of ASMI SEA's Facebook and Instagram pages is growing by at least 3,000 per year (Total Facebook page and Instagram followers as of June 2026 was 201,039), total reach 37 million, 70 million impressions, 20% engagement, and 200,000 website visits.

Menu Promotions

- Malaysia: Menu promotions at laut Restaurant along with retail promotion at Jaya Grocer in Kuala Lumpur (The laut Restaurant is located inside the Jaya Grocer Supermarket at KLGCC Mall).
- Thailand: Menu promotions at mare' Seafood Restaurant and a retail promotion at Rimping Supermarket, in Chiangmai.
- Assistance: POS materials and branded menus, advertising through KOL and social media.
- Expected Results: Increase sales, consumer awareness, knowledge, and purchase intent of origin-identified Alaska seafood; total 5 - 10 menu promotions in major SEA markets.

Trade Sector

Trade Servicing





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- Strategic initiatives: in-person meetings, telephone calls, and electronic communication to discuss supplies, new opportunities, technical assistance needs, and other trade servicing to promote and sell Alaska seafood. Regional trade policy issues and barriers will also be closely monitored and addressed in collaboration with FAS offices.
- Target: Importers, distributors, foodservice and HRIs.
- Expected results: Identify at least 10 new buyers across the region.

Trade Shows

- Regional Trade Shows: THAIFEX-Anuga Asia, Seafood Expo Asia, and Vietfish.
- Strategy: Alaska seafood showcase, sampling and culinary demonstration; Alaska seafood exporters and suppliers will be invited to showcase their products.
- Expected Results: To generate at least 10 new high-quality trade leads.

Retail Merchandising & E-commerce

- Retailers: Thailand - Villa Market, GoWholesale; Singapore - FairPrice; Malaysia - Jaya Grocer.
- Campaign: Alaska wild, natural & sustainable - Health & Sustainable Best Choice.
- Expected Results: Collaborating with at least two retail partners to promote Alaska seafood, 15% retail sales growth during the promotion period, expand awareness, maintain relationship with major retailers.

Foodservice Sector

Foodservice Promotions

- Chef partnerships: Chef Thiti Hermpararkanok in Thailand, Chef Panuwat Kosol Insee in Thailand, Chef Chandra Yudasswara in Indonesia, Chef Elvin Chew in Singapore, and Chef Stephanie Meyerson (the winner of Master Chef Indonesia).
- Restaurant Promotions: Salad Factory and other restaurants of Central Restaurants Group (CRG), voco Bangkok Surawong, Hyatt Regency Bangkok, Gigi Restaurant, and Hokkaido Sushi Izakaya Ezoya.
- Foodservice Training: To support Bangkok Seafood, a major Thai importer and distributor, ASMI SEA provided training to Salad Factory and Central Restaurants Group (CRG).
- Expected Results: Increase market awareness and commercial distribution of Alaska seafood, increase sale of Alaska seafood at least 10% during the promotion period, successfully onboard and establish long-term partnerships with 2 - 3 new foodservice operators, gain long-term retention and ongoing placement of Alaska seafood.

Culinary Training and Sponsorship

- Partnership with Chefs' Association in Thailand, Vietnam, Singapore;
- Formal sponsorships: Provide Alaska seafood products for use in culinary training and competitions.





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- Expected Results: Direct hands-on product interaction for over 100 competing chefs and culinary professionals; Generate a minimum of 10 high-quality trade and procurement leads per event.

EMP Project Year 3

- Buyer engagement:
Trade Show Visits: Sponsor SEA buyers to visit Seafood Expo North America in Boston or Seafood Expo Global in Barcelona, to meet with Alaska suppliers and ASMI staff.
Trade Mission to Alaska: A trade mission of SEA processors to Alaska will also be organized to further develop the relationship with Alaska seafood suppliers, visit processing plants and retail stores, and generate sales of Alaska seafood.
- Importer support: Follow up with selected SEA processors for additional training and consulting from the technical expert (s).
- Expected Results: 15 trade leads and generate sales of Alaska seafood \$1.5 million

3. FY27 EVENTS

Event	Date	Location	ASMI Role in event
Foodservice Training with Salad Factory and Central Restaurants Group (CRG)	Jul 14, 2026	Voco Bangkok Surawong Hotel	Introduction to Alaska seafood, thawing techniques, and cooking tips
FAS BKK: Tasty USA 2026	Jul 12 - 31, 2026	Rimping Supermarket, Chiangmai, Thailand	Retail promotions, purchasing advertising space in the Jul - Aug brochure, POS material giveaway
Vietfish Trade Show	Aug 17 - 20, 2026	Ho Chi Minh City, Vietnam	Product showcasing, sampling, cooking demonstration
FAS-BKK: Tasty USA 2026	Aug 27- Sep 23, 2026	Bangkok, Thailand	Retail promotion, sampling, cooking demonstration
Seafood Expo Asia 2026	Sep 2 - 4, 2026	Singapore Sands Expo and Convention Centre	Product showcasing, sampling, cooking demonstration
GSA's Responsible Seafood Summit	Sep 21 - 24, 2026	Shangri-La, Bangkok, Thailand	Event participation, trade meetings
FAS HCMC: U.S. Agricultural Discovery Trade Show	Sep 26 - 27, 2026	Cultural Palace, HCMC, Vietnam	Sampling, POS material distribution
Foodservice Training with Hyatt Regency	Oct 2026	Hyatt Regency Bangkok	Introduction to Alaska seafood, thawing techniques, and cooking tips





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Event	Date	Location	ASMI Role in event
USDA Trade Mission to Vietnam	Nov 9 - 12, 2026	Ho Chi Minh City, Vietnam	Trade meetings, contributing Alaska seafood for FAS organized reception
THAIFEX-Anuga Asia 2027	May 25 - 29, 2027	Impact Exhibition & Convention Center, Bangkok	Showcasing, sampling, cooking demonstration

Risks / Challenges

Please identify any anticipated challenges for FY27.

- Market conditions: Intense price competition continues across key seafood categories. Russia pollock and cod, as well as salmon from multiple origins, are often available at lower prices than Alaska products. Norwegian salmon continues to dominate the fresh salmon segment due to its strong market presence, consistent supply, and established distribution networks. Alaska seafood's premium positioning is generally more successful in urban markets and among middle- to high-income consumers who value quality, sustainability, and product origin. Expanding beyond these segments remains challenging due to price sensitivity.
- Tariff and Regulatory changes: Trade policy and tariff structures vary across Southeast Asia. Indonesia requires halal certification for frozen processed seafood before shipment and Vietnam requires health certificates for imported seafood products.
- Supply concerns:
 - Supply availability remains a concern for several Alaska species.
 - A few leading seafood processors in Thailand are actively seeking additional suppliers of Alaska pollock and Alaska pollock surimi, reflecting ongoing supply limitations.
 - Tyson Foods Malaysia, which produces Alaska pollock burgers for McDonald's, is seeking additional pollock suppliers. Due to the tight supply of pollock, the company may conduct production trials using pangasius as a potential alternative.
 - A leading Thai importer has been unable to secure additional Alaska salmon suppliers, while a former supplier reported that prices for all salmon species have approximately doubled because of tight global supply. Continued supply shortages and price volatility could encourage buyers to switch to lower-cost alternative species.
- Consumer trends: Rising health consciousness and increasing awareness of seafood origin are driving demand for premium sustainably-sourced seafood, particularly through modern retail, upscale restaurants, and e-commerce platforms. However, consumers remain highly price sensitive in many Southeast Asian markets, requiring a careful balance between premium positioning and affordability.

Additional Notes

Southeast Asia represents one of Alaska seafood's most promising long-term growth markets. This is supported by ASMI reports that the Southeast Asia marketing program generated strong export growth and a high return on investment, underscoring the region's strategic importance. Rising incomes,





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expanding modern retail, and increasing demand for healthy protein are all factors supporting current and future growth. However, success will depend on available supplies, overcoming price competition, strengthening regional processing networks, and continuing to educate consumers about the value of wild, natural, and sustainable Alaska seafood.

