



Wild, Natural & Sustainable®

INTERNATIONAL PROGRAM BUDGET PROPOSAL FY25

RAPP, MAP, EMP, MATCH

Nicole Alba, Interim International Marketing Director
May 2024



FUNDING SNAPSHOT: WHAT WE KNOW...



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FUNDING SOURCE	AMOUNT
MAP: Market Access Program	\$4,696,365
MATCH/SDPR	\$3,300,000
*** NEW *** RAPP: Regional Agricultural Promotion Program	TBD - award announcement coming late May 2024
EMP: Emerging Market Program	\$445,000 (3-YEAR SOUTHEAST ASIA PROJECT)

RAPP: REGIONAL AGRICULTURAL PROMOTION PROGRAM



- Transformed ATP (Agricultural Trade Promotion) into RAPP. No longer tied to trade mitigation
- Focus is market diversification with identified market priorities: Africa, Latin America/Caribbean & Southeast Asia
- USDA endorsed tradeshow allowable (Seafood Expo Global + Seafood Expo North America)
- Funding delivered in “lump sum” rather than regional allocation

RAPP ELIGIBLE ASMI ACTIVE/PROPOSED COUNTRIES	RAPP INELIGIBLE ASMI ACTIVE COUNTRIES
Southeast Asia	European Union
Latin America & Caribbean	China, including Hong Kong & Macau
Japan	Mexico
United Kingdom	
Ukraine, Moldova, Georgia, Armenia, Kazakhstan, Israel, Azerbaijan	
MENAWA (Middle East, North Africa, West Africa): Morocco, Egypt, Algeria, Tunisia, UAE, Saudi Arabia, Qatar	

BUDGET PROPOSAL BASED ON AN **ESTIMATED** RAPP AWARD



FUNDING SOURCE	AMOUNT
MAP: Market Access Program	\$4,696,365
MATCH/SDPR	\$3,300,000
*** NEW *** RAPP: Regional Agricultural Promotion Program	Estimated \$4,000,000
EMP: Emerging Market Program	\$445,000 (3-YEAR SOUTHEAST ASIA PROJECT)

RAPP FUNDING PRIORITIES



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1

Grow marketing program in Southeast Asia and Latin America, continuing work with the reprocessing sector, and building consumer markets. Adding consumer programs in Thailand, Singapore, Malaysia, and Brazil.

2

Diversify marketing efforts and target audiences in the UK, Japan, and Eastern Europe. MAP funding shift to Europe.

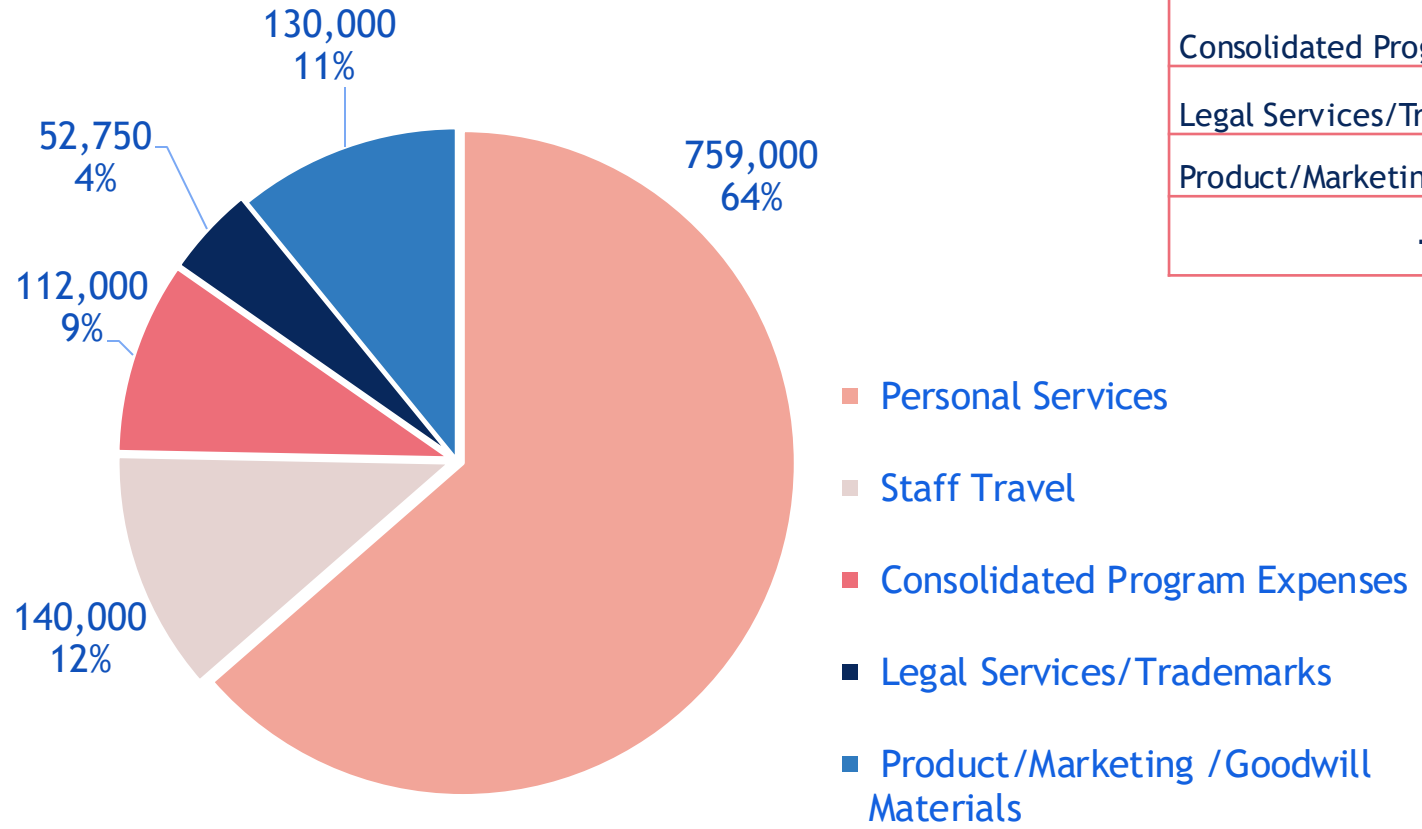
3

Follow EMP's success in North Africa and start a trade program in **(MENAWA)**. Conduct a **Key Export Factors Assessment in India** to bring exporters one stop closer to the India market.

4

Support **USDA-endorsed (Seafood Expo Global & Seafood Expo North America)** tradeshow with RAPP funds & implement a **technical samples bank** in emerging markets.

HQ PROGRAM OPERATIONS

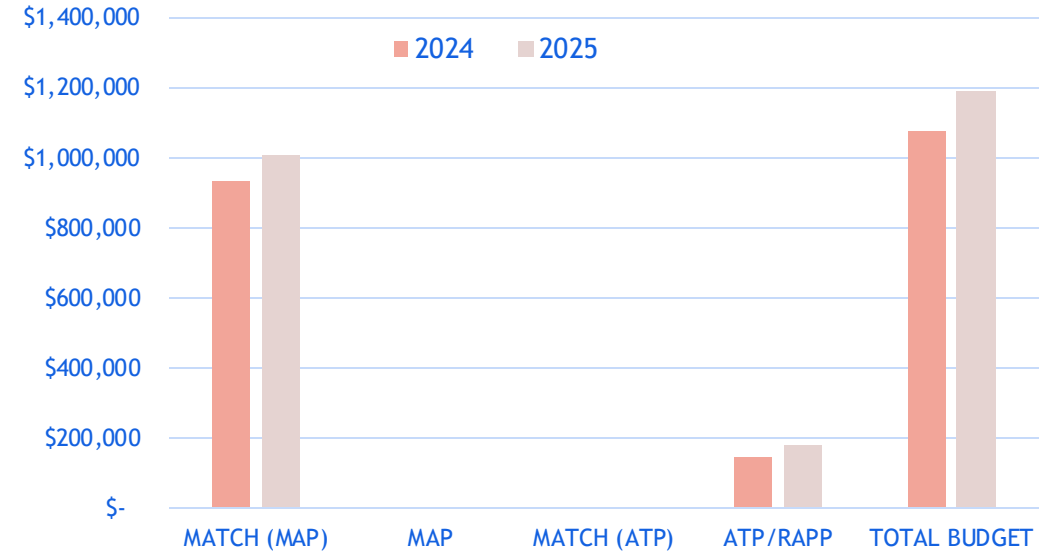
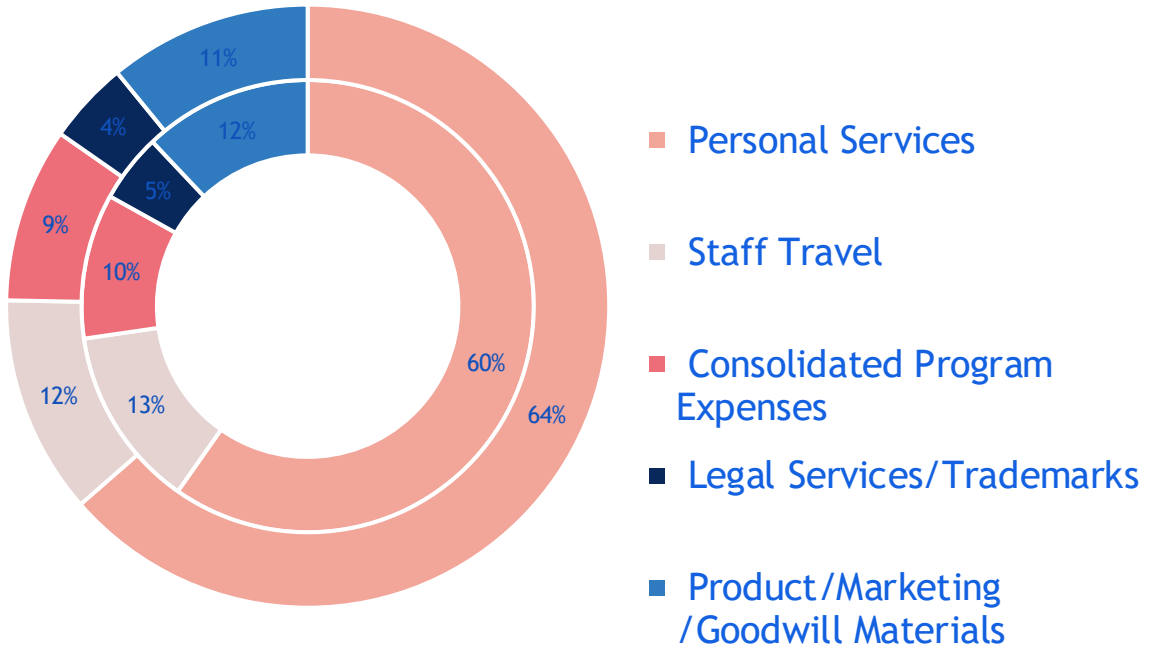


ASMI Program Operations	2024	2025	Difference
Personal Services	645,000	759,000	18%
Staff Travel	140,000	140,000	0%
Consolidated Program Expenses	112,000	112,000	0%
Legal Services/Trademarks	52,750	52,750	0%
Product/Marketing / Goodwill Materials	130,000	130,000	0%
Total	\$1,079,750	\$ 1,193,750	11%

HQ PROGRAM OPERATIONS



2025-outside

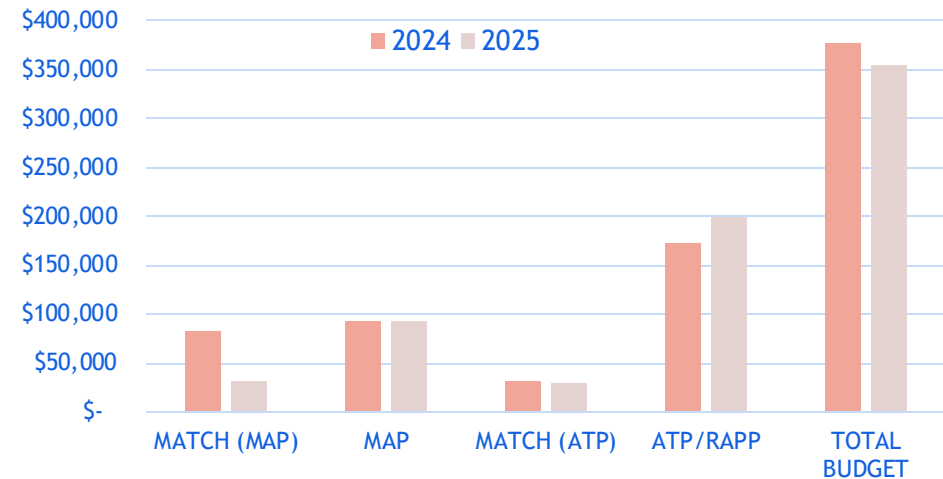
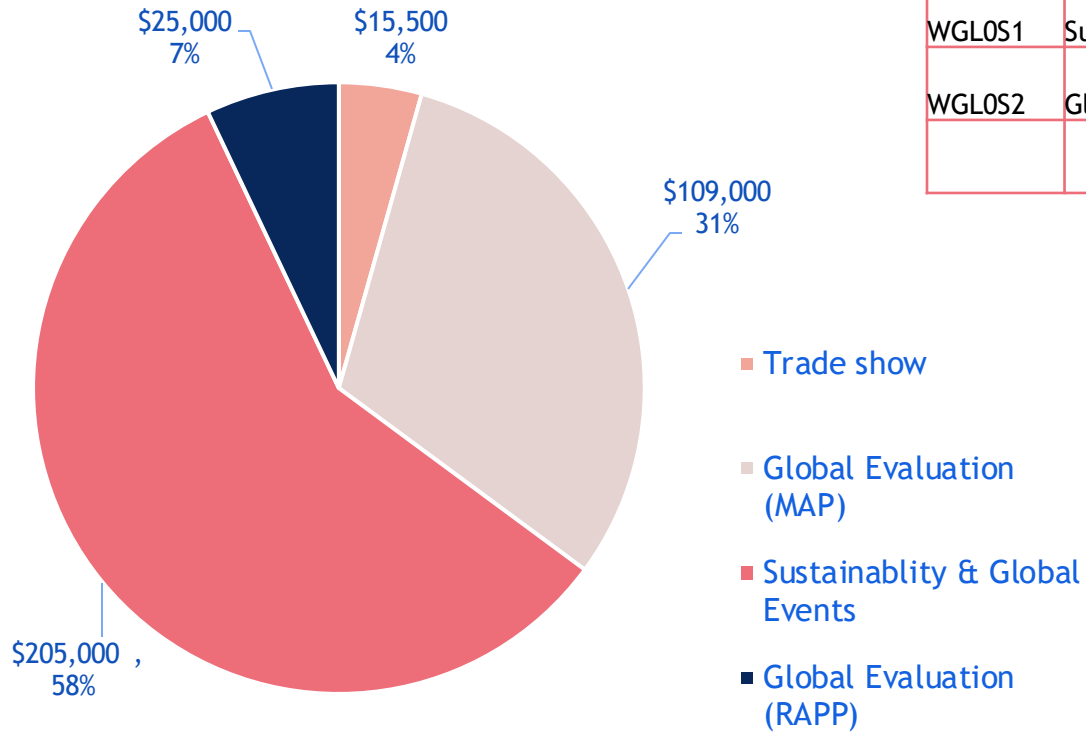


GLOBAL



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	Global	2024	2025	% change
WG017	Trade show	\$ 66,000	\$ 15,500	-77%
WG013	Global Evaluation (MAP)	\$ 109,000	\$ 109,000	0
WGL0S1	Sustainability & Global Events	\$ 205,000	\$ 205,000	0
WGL0S2	Global Evaluation (RAPP)	\$ -	\$ 25,000	
	Total	\$ 377,924	\$ 354,500	



CRUISE SHIP SECTOR



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- Lead for ‘Fishermen On-Board Talks’ for the 2024 cruise season with Royal Caribbean and Princess Cruises
 - International program assistant & contractor lead point of contact between cruise lines and guest speakers
 - Developed PowerPoint presentations for On-Board Talks and conducted speaker trainings
- Coordinated logistics, managed booth, and presented at Holland America Cruise Travel Shows
 - B2C show promotes Holland’s cruises to Alaska
 - Presented about Alaska Seafood/Sustainability and Alaska Species & Nutrition



HOLLAND AMERICA LINE PRESENTS	
ALASKA	
CRUISE & TRAVEL SHOW	
10:00 AM	Denali Park Adventures Offering Denali 187° Adventure, Denali Park Zipline and Denali Jeep Excursions near Denali National Park and Preserve.
10:30 AM	Alaska Railroad Corporation* Experience the longest views of Alaska's vast wilderness and delicious cuisine from the comfort of a granddaddy train car.
11:00 AM	Alban Marine Tours* Alaska's premier family-owned and operated marine tour company offering excursions throughout Southeast Alaska.
11:30 AM	Explore Fairbanks The official source for charging the Northern Lights, boating in the Midnight Sun or just watching Alaska's Golden Thread City.
12:00 PM	Guesthouse Guiding Company Join our premier small group wildlife watching and hiking tour company featuring expert naturalists.
12:30 PM	White Pass & Yukon Route Historic and scenic narrow-gauge railway between Skagway and the Yukon.
1:00 PM	Wild Alaska Seafood The abundance and diversity of Alaska seafood offers a taste for adventure. Come learn more about this important resource and why Alaska seafood is found all over the world.
1:30 PM	Destination: Alaska Port Opportunities - Alaska Wilderness, Wild Re, and Glacier.
2:00 PM	Alaska Experts Panel How can consumers connect with experts in Alaska from 760° and learn about the ways to travel to Alaska with Holland America?
3:30 PM	Future Cruise Deposits How can Holland America's Alaska Cruise Consultant team about the benefits of paying your cruise deposit in 2024 for your future vacation?
3:00 PM	Final Gift Card Giveaway Join us in the Theater on the floor for the announcement of the final \$500 Holland America gift card giveaway.
4:00 PM	Grand Prize Drawing - A Holland America Alaska Cruise for Two! Join us in the Theater on the floor for the announcement of the Grand Prize - a Holland America Alaska Cruise for Two!

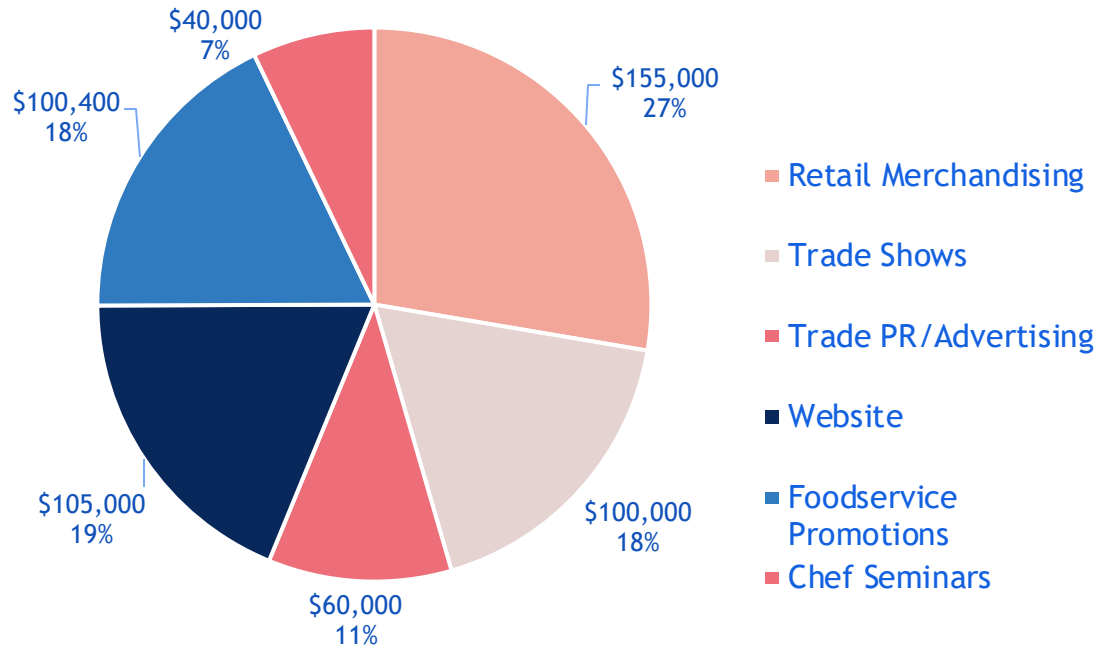
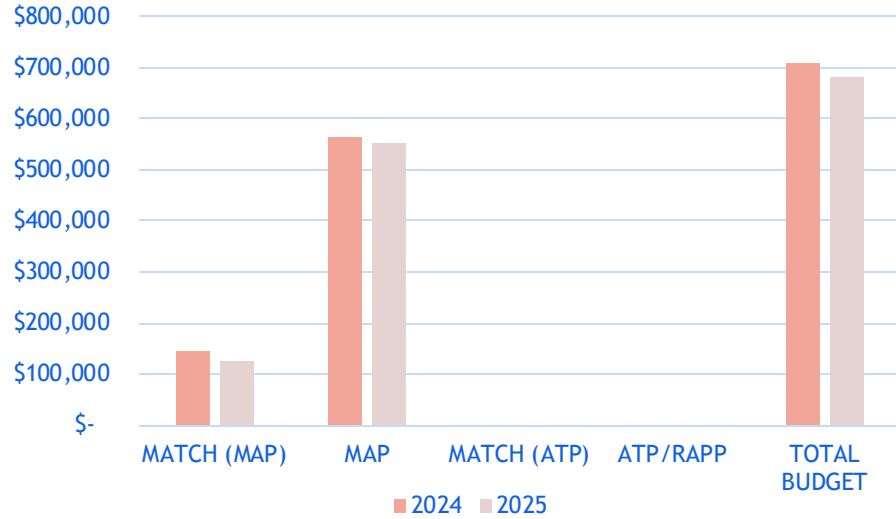
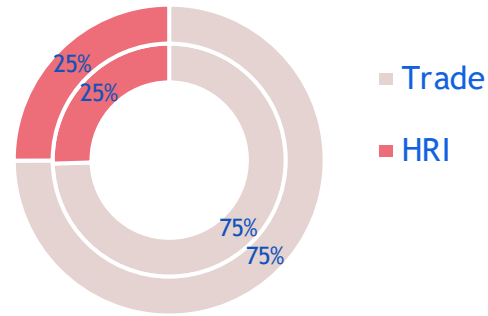


CHINA



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2025 budget on outside



	China	2024	2025	% Change
CHXT1	Retail Merchandising	\$ 155,000	\$ 155,000	0%
CHXT2	Trade Shows	\$ 100,000	\$ 100,000	0%
CHXT3	Trade PR/Advertising	\$ 80,000	\$ 60,000	-33%
CHXT4	Website	\$ 105,000	\$ 105,000	0%
CHXH1	Foodservice Promotions	\$ 100,400	\$ 100,400	0%
CHXH2	Chef Seminars	\$ 50,000	\$ 40,000	-25%
	Contractor Services	\$ 108,000	\$ 108,000	0%
	Travel	\$ 12,000	\$ 12,000	0%
	Total	\$ 710,400	\$ 680,400	-4%

CHINA

- China Fisheries & Seafood Expo; Oct 30 – Nov 1



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- Alaska pollock surimi stick (72% AK pollock) available at Lawson convenience stores, with logo on pack



- Hotpot foodservice promotion – partnered with 13 'Jiangtai Wuer' restaurants in Beijing from March 15 April 12, 2024, featuring Alaska pollock surimi and Alaska yellowfin sole.

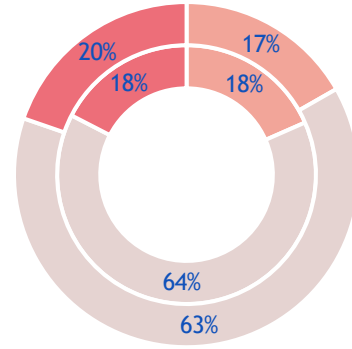


CENTRAL EU

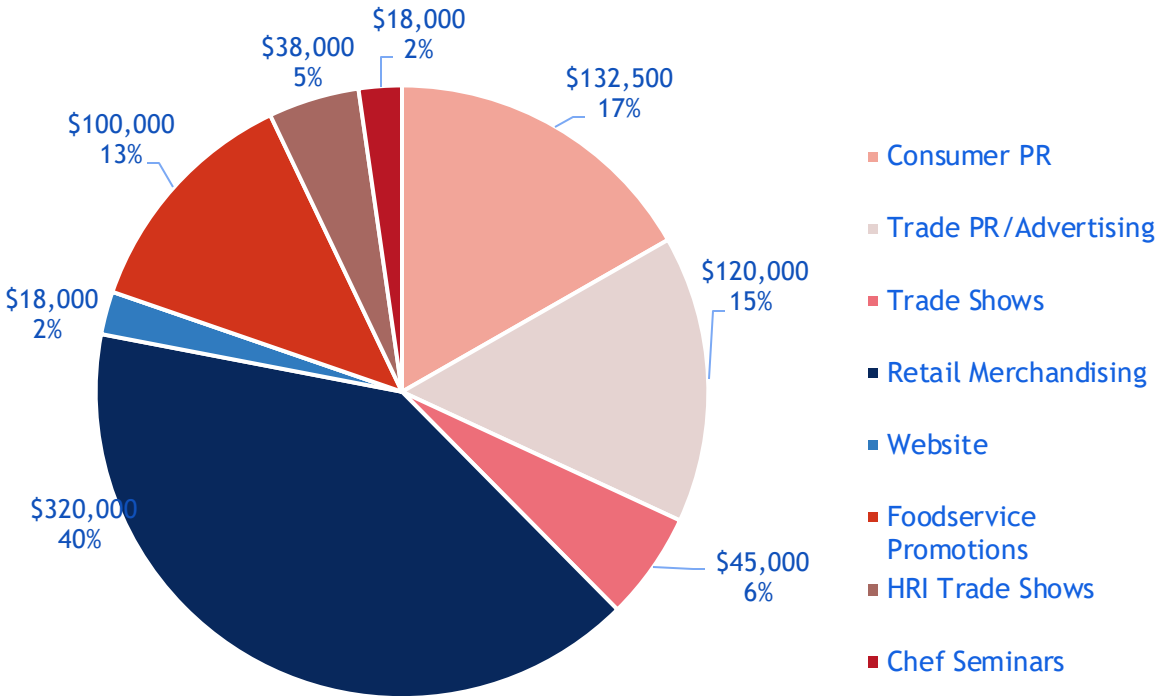
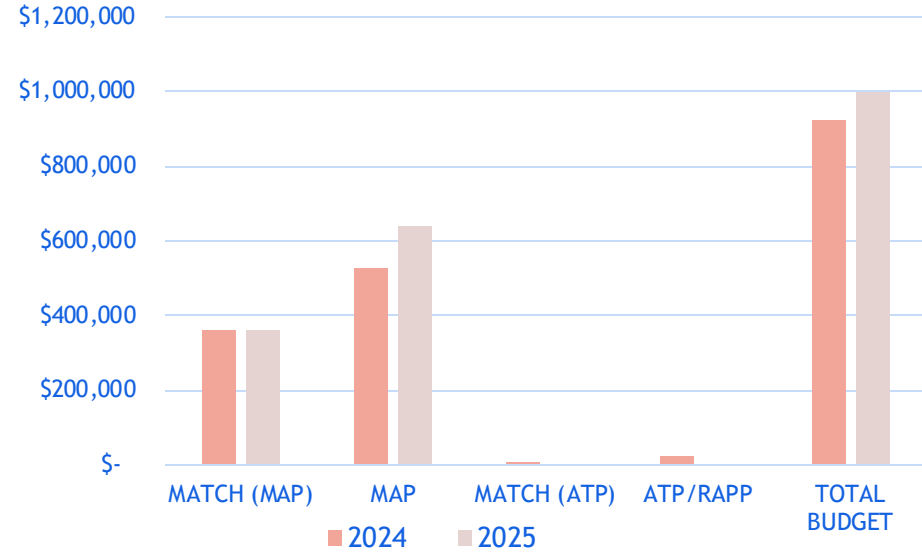
(AUSTRIA, CZECH REPUBLIC, GERMANY, POLAND, SWITZERLAND)

2025 budget on outside

Consumer Trade HRI



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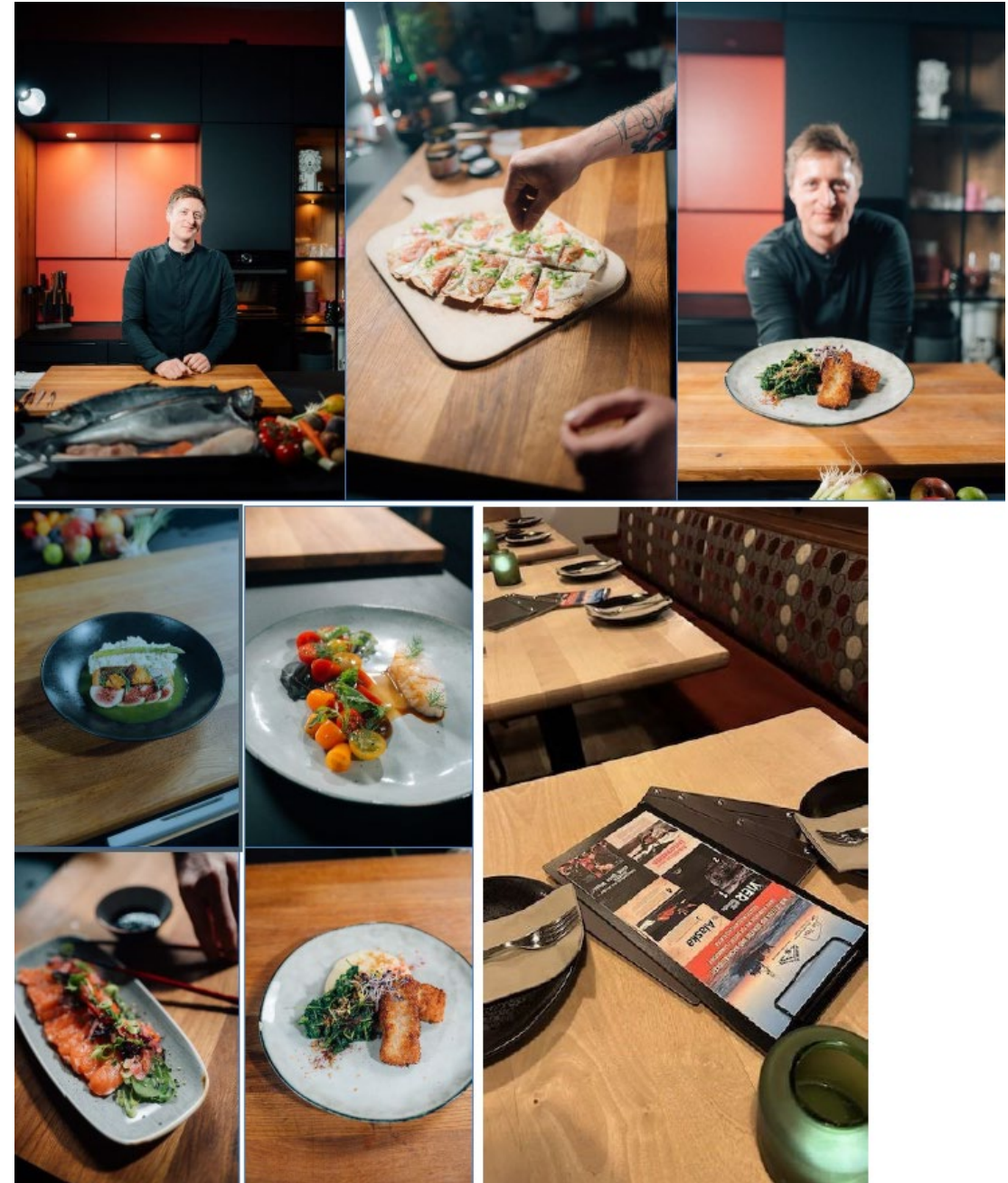


- Consumer PR
- Trade PR/Advertising
- Trade Shows
- Retail Merchandising
- Website
- Foodservice Promotions
- HRI Trade Shows
- Chef Seminars

	Central EU	2024	2025	% Change
EUCC2	Consumer PR	\$ 132,500	\$ 132,500	0%
EUCT1	Trade PR/Advertising	\$ 120,500	\$ 120,000	0%
EUCT2	Trade Shows	\$ 35,500	\$ 45,000	27%
EUCT3	Retail Merchandising	\$ 269,000	\$ 320,000	19%
EUCT4	Website	\$ 16,876	\$ 18,000	7%
EUCH1	Foodservice Promotions	\$ 70,000	\$ 100,000	43%
EUCH2	HRI Trade Shows	\$ 38,000	\$ 38,000	0%
EUCH3	Chef Seminars	\$ 17,500	\$ 18,000	3%
	Contractor Services	\$ 174,000	\$ 195,000	12%
	Contractor Travel	\$ 12,000	\$ 12,000	0%
	Total	\$ 920,876	\$ 998,500	8%

PRODUCT DEVELOPMENT WITH DIE RAUCHEREI

- ASMI gastro ambassador and Culinary Retreat alum, Heiko Antoniewicz and the R&D department of the smokehouse to **created new product concepts using smoked Alaska sablefish and coho**
- Developed for **high-end catering segment** and presented at top HRI show, GastroVision in March
- **Superyacht Foodie**, a catering company servicing private jets and yachts expressed interest

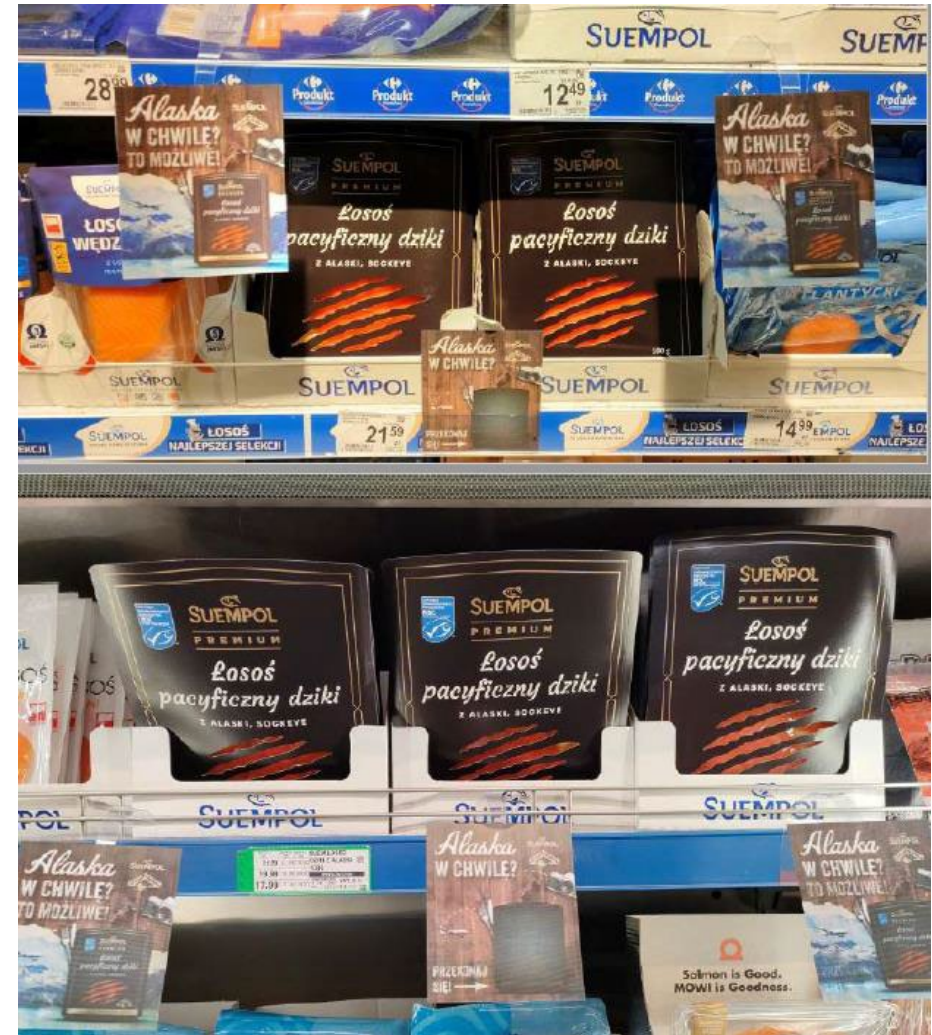




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SUEMPOL PROMOTION IN POLAND

- Conducted a half-year-long program with Suempol in Poland, combining public advertisement, media placements, and in-store shelf-hangers in more than 1,000 supermarkets across the country.
- Information provided next to the product highlighted the origin Alaska with additional information and a quick link to the company's and ASMI's media channels.
- High visibility including inspiration and sales activation. Volume was estimated at 16,000 kg with a sales value of close to US \$ 400,000.

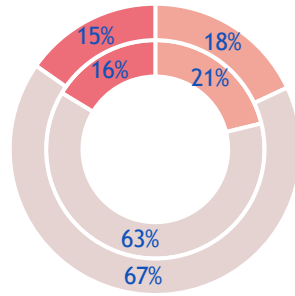


WESTERN EU (BELGIUM, FRANCE)

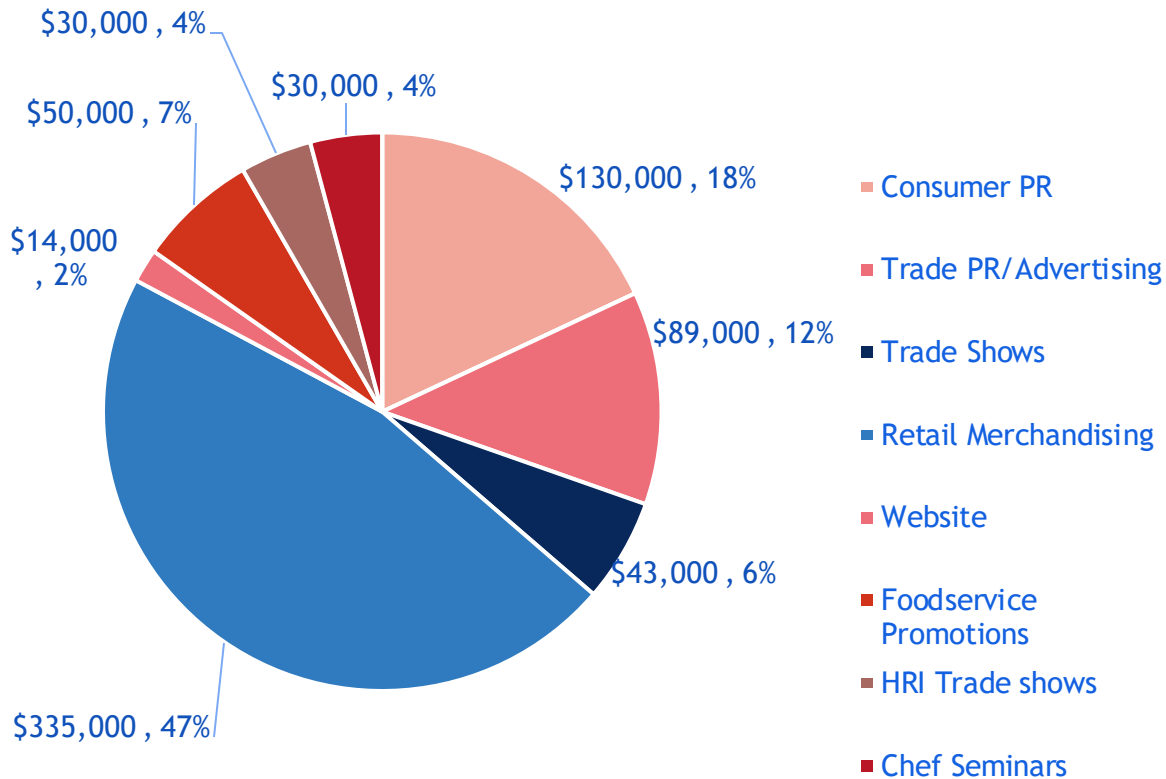
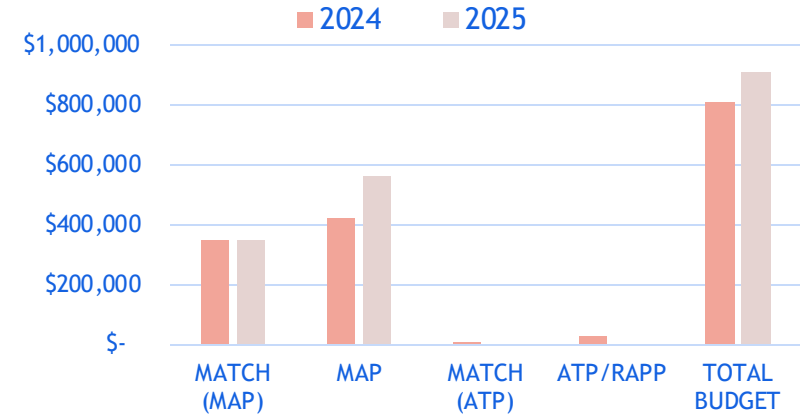


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2025 budget on outside



Consumer Trade HRI



- Consumer PR
- Trade PR/Advertising
- Trade Shows
- Retail Merchandising
- Website
- Foodservice Promotions
- HRI Trade shows
- Chef Seminars

	Western EU	2024	2025	% change
EUWC2	Consumer PR	\$ 130,000	\$ 130,000	0%
EUWT1	Trade PR/Advertising	\$ 93,412	\$ 89,000	-5%
EUWT2	Trade Shows	\$ 31,588	\$ 43,000	36%
EUWT3	Retail Merchandising	\$ 274,000	\$ 335,000	22%
EUWT4	Website	\$ 14,000	\$ 14,000	0%
EUWH1	Foodservice Promotions	\$ 43,000	\$ 50,000	16%
EUWH2	HRI Trade shows	\$ 30,000	\$ 30,000	0%
EUWH3	Chef Seminars	\$ 25,000	\$ 30,000	20%
	Contractor Services	\$ 140,000	\$ 180,000	2%
	Contractor Travel	\$ 10,000	\$ 10,000	0%
	Total	\$ 811,000	\$ 911,000	12%

PARTNERSHIP WITH MARMITON COOKING PLATFORM

- **First-time collaboration with online cooking platform Marmiton:** online promotion and e-commerce to turn the inspiration into sales.
- The platform has a significant reach: partnership enabled ASMI to reach over **950,000 users** and generate more than **5,800 interactions** and **750,000 views**.
- Directly connected to French e-commerce shops, the features not only promoted Alaska to inspire consumers but also offered a direct link to purchase the ingredients.
- The platform reported 51,239 shopping cart additions with a **retail value of close to US\$ 270,000**.



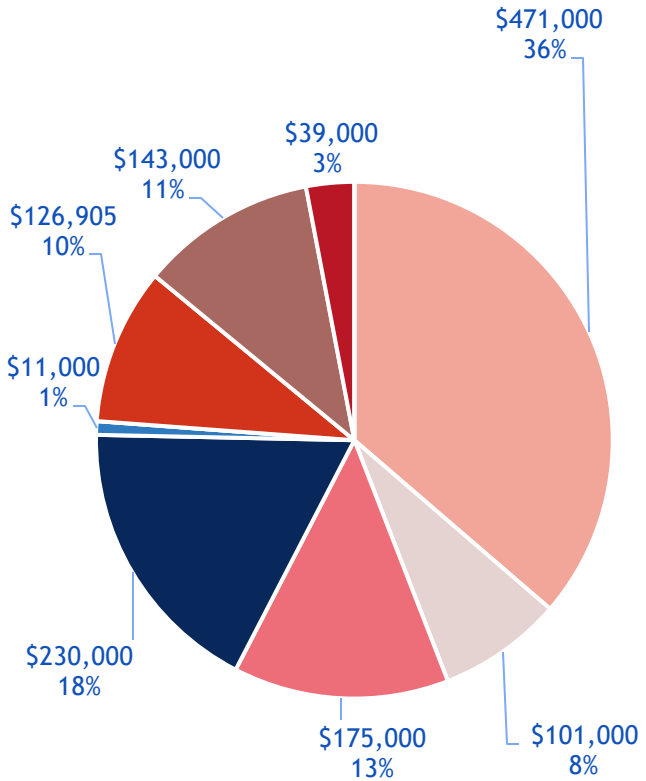
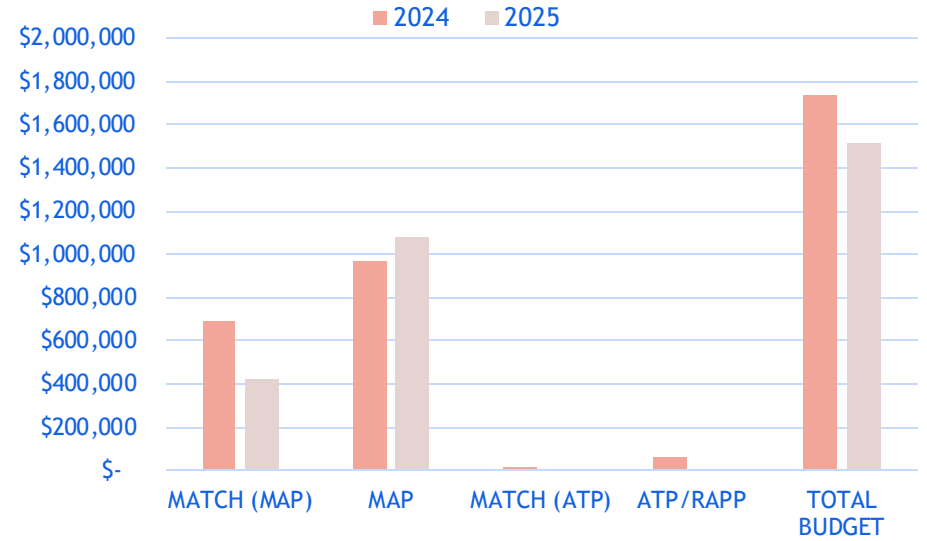
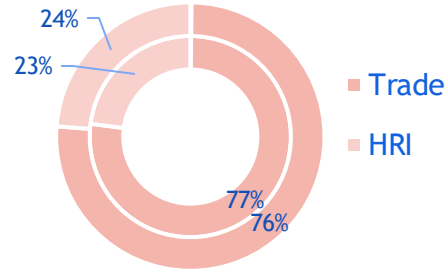
SOUTHERN EU

(SPAIN, PORTUGAL, ITALY, GREECE)



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2025 budget on outside



- Trade Shows
- Trade Advertising
- Retail Merchandising
- Trade PR
- Website
- HRI Trade Shows
- Foodservice Promotions
- Chef Seminars

Southern EU		2024	2025	% Change
EUST1	Trade Shows	\$ 659,038	\$ 471,000	-29%
EUST2	Trade Advertising	\$ 101,000	\$ 101,000	0%
EUST3	Retail Merchandising	\$ 150,559	\$ 175,000	16%
EUST4	Trade PR	\$ 230,000	\$ 230,000	0%
EUST5	Website	\$ 11,000	\$ 11,000	0%
EUSH1	HRI Trade Shows	\$ 141,870	\$ 126,905	-11%
EUSH2	Foodservice Promotions	\$ 179,000	\$ 143,000	-20%
EUSH3	Chef Seminars	\$ 14,000	\$ 39,000	179%
	Contractor Services	\$ 207,000	\$ 208,000	
	Contractor Travel	\$ 7,000	\$ 7,000	0%
	Total	\$ 1,736,067	\$ 1,511,905	-13%

RETAIL PROMOTIONS

- Alaska sockeye salmon and cod at 78 Veritas organic food stores in Spain
- Alaska coho salmon promo in 25 El Corte Ingles stores in Spain and Portugal.
- In-store promotions supported by in-ice signage, shelf talkers, flyer ads, in-store video monitors and loudspeaker announcements.



TRADESHOWS: SEG & CONXEMAR IN SPAIN

SEAFOOD EXPO GLOBAL 2024

- 25 co-exhibitors
- \$925,000,000 in projected 12-month sales (*preliminary*)

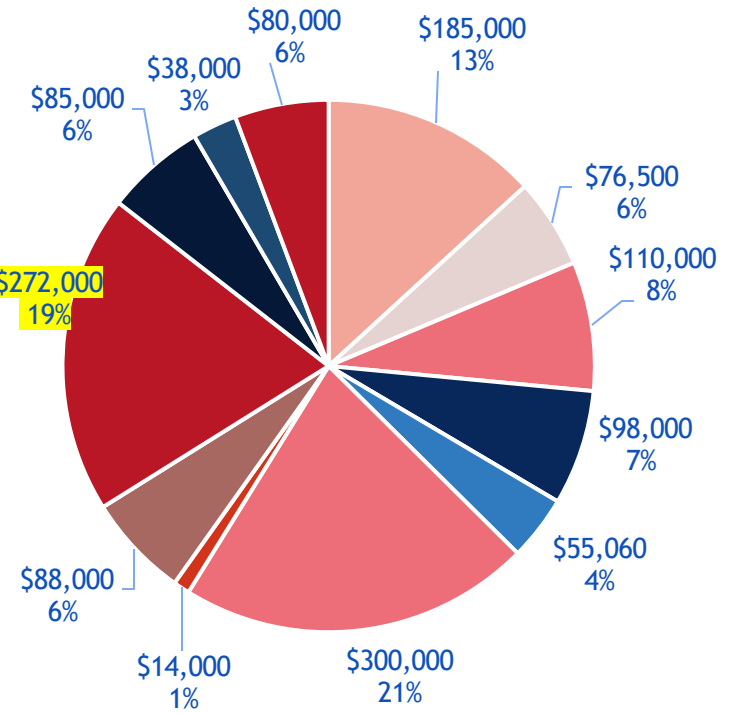
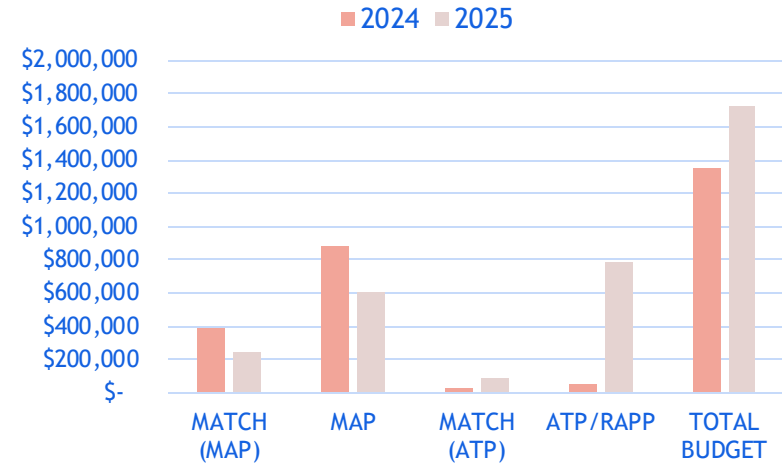
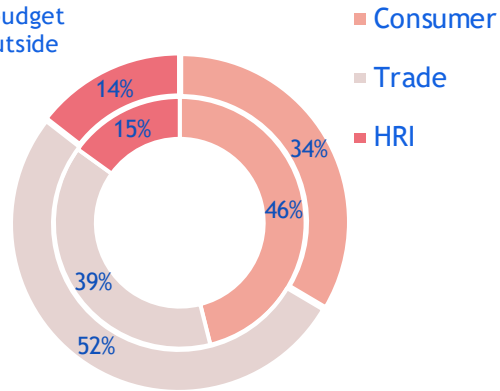


NORTHERN EU

DENMARK, IRELAND, SWEDEN, THE NETHERLANDS, UNITED KINGDOM



2025 budget on outside



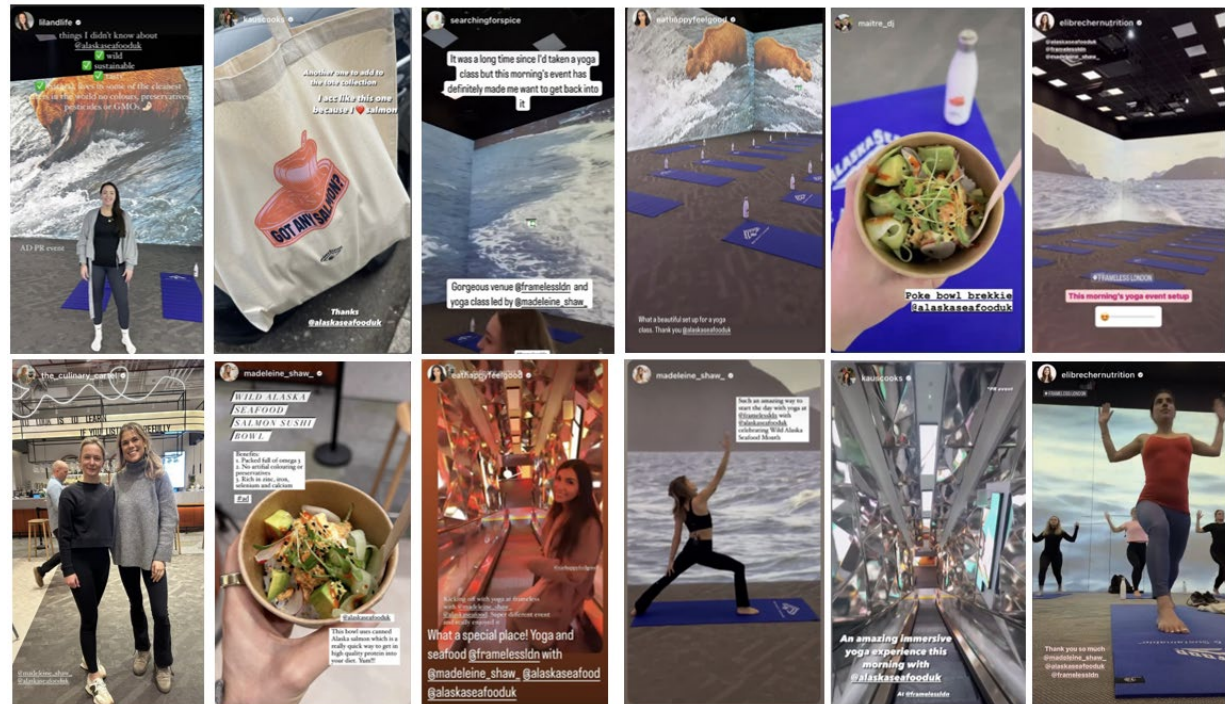
- Consumer PR
- Consumer Advertising
- Consumer Out of Home
- Wild Ak Seafood Month
- Trade PR/Advertising
- Retail Merchandising
- Website
- E-Commerce & Digital Sales
- Seafood Expo Global
- Foodservice Promotions
- Foodservice PR/Advertising
- Diversified Foodservice

	Northern EU	2024	2025	% Change
EUNC1	Consumer PR	\$ 285,250	\$ 185,000	-35%
EUNC2	Consumer Advertising	\$ 101,500	\$ 76,500	-25%
EUNC3	Consumer Out of Home	\$ 87,000	\$ 110,000	26%
EUNC4	Wild Ak Seafood Month	\$ -	\$ 98,000	
EUNT1	Trade PR/Advertising	\$ 80,060	\$ 55,060	-31%
EUNT2	Retail Merchandising	\$ 310,324	\$ 300,000	-3%
EUNT3	Website	\$ 9,000	\$ 14,000	56%
EUNT4	E-Commerce & Digital Sales	\$ -	\$ 88,000	
EUNT5	Seafood Expo Global	\$ -	\$ 272,000	
EUNH1	Foodservice Promotions	\$ 114,000	\$ 85,000	-25%
EUNH2	Foodservice PR/Advertising	\$ 40,791	\$ 38,000	-7%
EUNH3	Diversified Foodservice	\$ -	\$ 80,000	
	Contractor Services	\$ 310,000	\$ 310,000	0%
	Contractor Travel	\$ 15,000	\$ 15,000	0%
	Total	\$ 1,352,925	\$ 1,726,560	28%

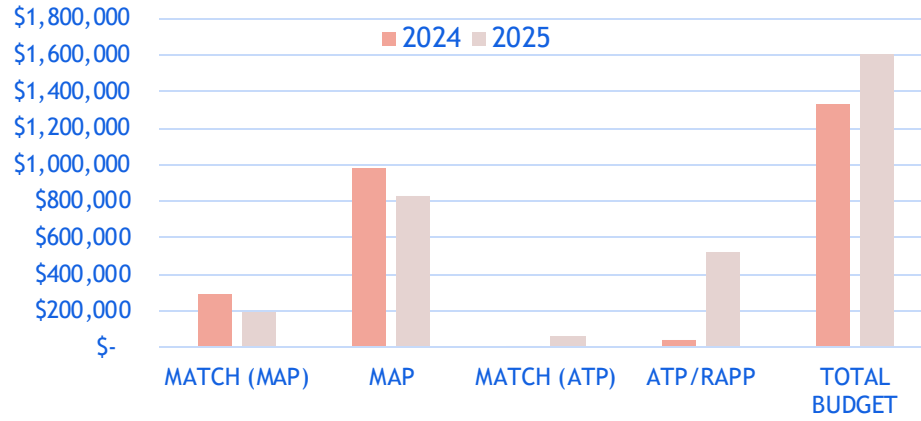
UBER-IMMERSIVE INFLUENCER EVENT



- ASMI NEU hosted an uber-immersive influencer event during WASM
- During the yoga practice, scenic Alaska visuals were projected onto the walls, and the sounds of Alaska's nature were played simultaneously to immerse guests in Alaska's beauty.
- Guests were served Alaska Salmon Sushi Bowls made with Alaska canned salmon.

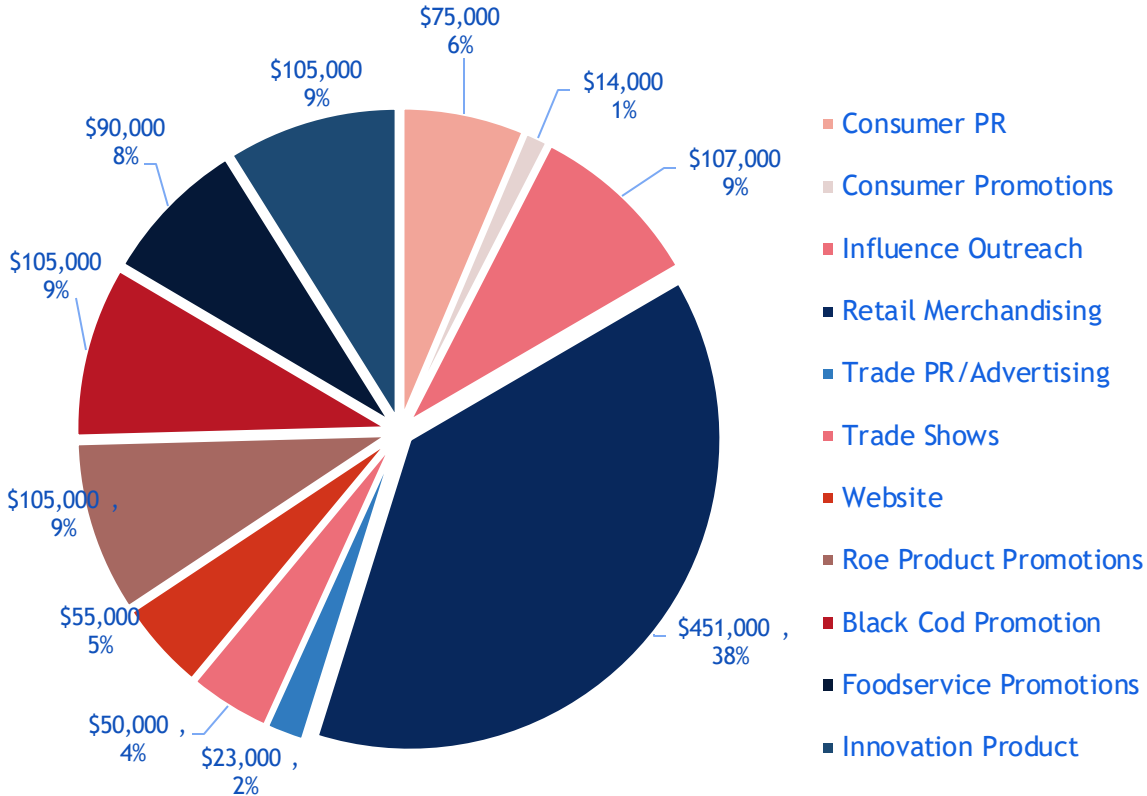
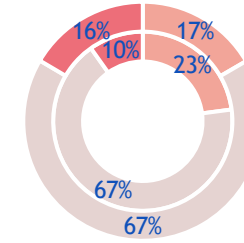


JAPAN



2025 budget on outside

Consumer Trade HRI



	Japan	2024	2025	% Change
JAXC1	Consumer PR	\$ 173,000	\$ 75,000	-57%
JAXC2	Consumer Promotions	\$ 39,000	\$ 14,000	-64%
JAXC3	Influencer Outreach	\$ -	\$ 107,000	
JAXT1	Retail Merchandising	\$ 470,000	\$ 451,000	-4%
JAXT2	Trade PR/Advertising	\$ 33,048	\$ 23,000	-30%
JAXT3	Trade Shows	\$ 50,000	\$ 50,000	0%
JAXT4	Website	\$ 55,000	\$ 55,000	0%
JAXT5	Roe Product Promotions	\$ 14,500	\$ 105,000	624%
JAXT6	Black Cod Promotion	\$ -	\$ 105,000	
JAXH1	Foodservice Promotions	\$ 91,000	\$ 90,000	-1%
JAXH2	Innovation Products	\$ -	\$ 105,000	
	Contract Services	\$ 352,000	\$ 250,000	-29%
	Contract Services	\$ 35,000	\$ 165,000	371%
	Travel	\$ 16,952	\$ 15,000	-12%
	Total	\$ 1,329,500	\$ 1,610,000	21%

SABLEFISH MARKET EXPANDS TO WESTERN JAPAN



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Izumi, one of Western Japan's largest regional retail brands, "YouMe town" operator, plans to increase the sales of AK sablefish products with support from ASMI Japan.

More to come in FY25!

- Achieved 700% sales by one-day pilot promotional sales supported by ASMI



"Wild
Deliciousness
Alaska-origin
black cod"



JAPAN CONVENIENCE SECTOR



- 1.2 million balls of black cod Gochimusubi, the FM’s premium rice ball carried the Alaska Seafood logo and “Sockeye & Ikura” Gochimusubi.
- December 18, 2023 - January 22, 2024

Family Mart (FM) is increasing the number of Alaska-origin products.



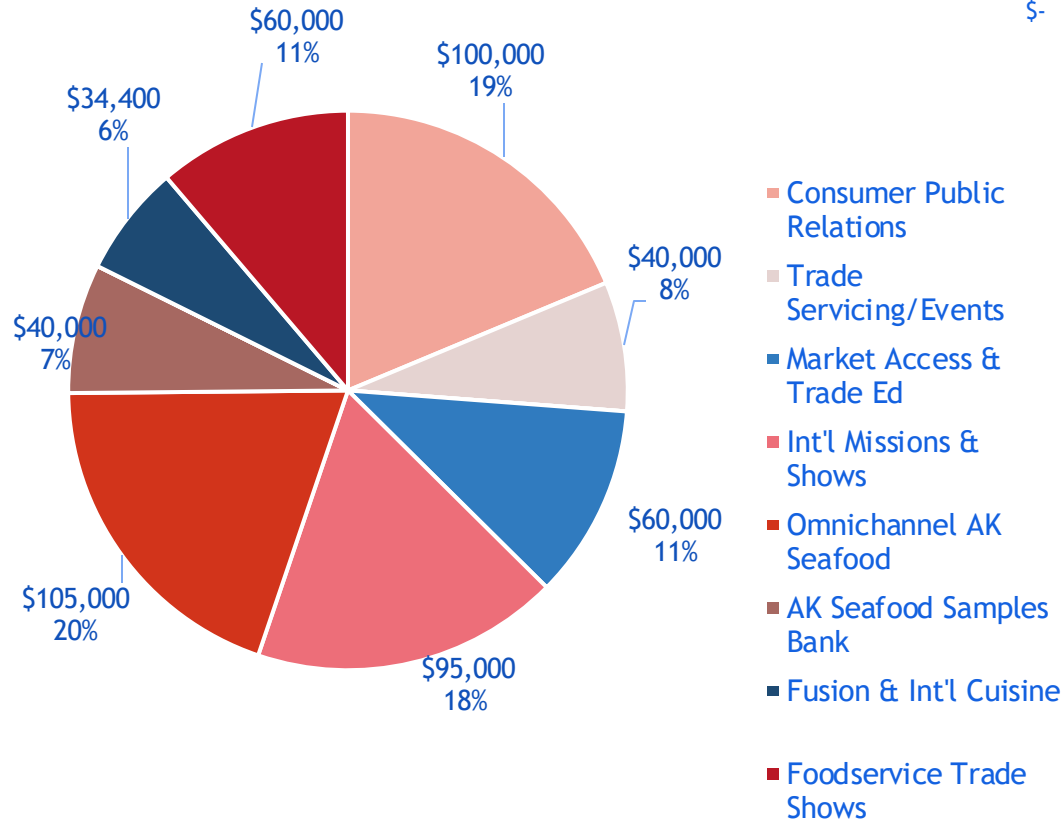
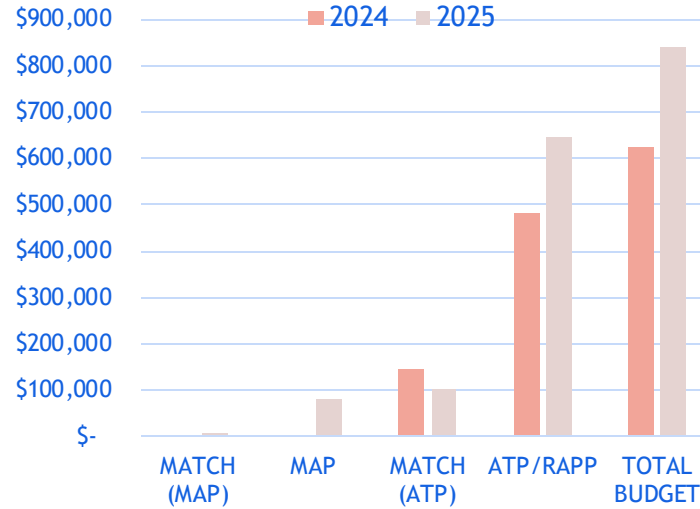
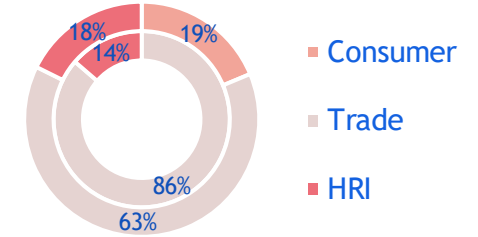
SOUTHEAST ASIA

THAILAND, SINGAPORE, MALAYSIA
INDONESIA, VIETNAM, PHILIPPINES



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2025 budget on outside



	SE Asia	2024	2025	% change
SEAC1	Consumer Public Relations	\$ -	\$ 100,000	N/A
SEAT1	Trade Servicing/Events	\$ 159,494	\$ 40,000	-75%
SEAT2	Trade Shows	\$ 159,494	\$ -	-100%
SEAT3	Retail Merchandising	\$ 115,460	\$ -	-100%
SEAT5	Market Access & Trade Ed	\$ -	\$ 60,000	N/A
SEAT6	Int'l Missions & Shows	\$ -	\$ 95,000	N/A
SEAT7	Omnichannel AK Seafood	\$ -	\$ 105,000	N/A
SEAT8	AK Seafood Samples Bank	\$ -	\$ 40,000	N/A
SEAH1	Chef Seminars	\$ 28,876	\$ -	-100%
SEAH3	HRI Promotions	\$ 40,000	\$ -	-100%
SEAH4	Fusion & Int'l Cuisine	\$ -	\$ 34,400	N/A
SEAH5	Foodservice Trade Shows	\$ -	\$ 60,000	N/A
	Contract Services	\$ 126,400	\$ 290,000	129%
	Travel	\$ 9,870	\$ 15,350	56%
	Total	\$ 639,594	\$ 839,750	31%

TRADE MISSIONS



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- In February, 12 industry members from 11 companies traveled to Bangkok for a trade mission to Thailand. This mission aimed to increase awareness of Alaska Seafood products in the domestic Thai market.
- Alaska seafood industry members met with key Thailand contacts, including importers, foodservice and retail operators, local officials, and other important players in the market.
- Trade mission generated \$660,000 in sales during the trip, and projected 12-month sales are \$14,420,000.
- **Upcoming Trade Mission:**
 - Indonesia, February 2025

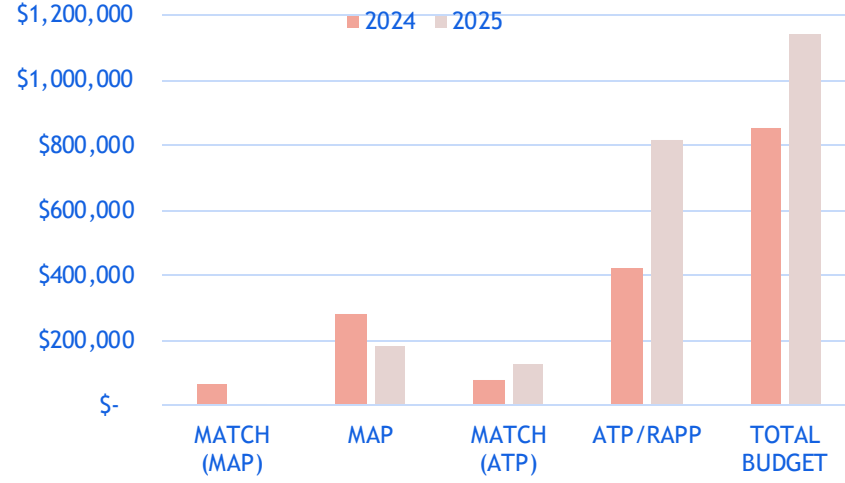


LATIN AMERICA

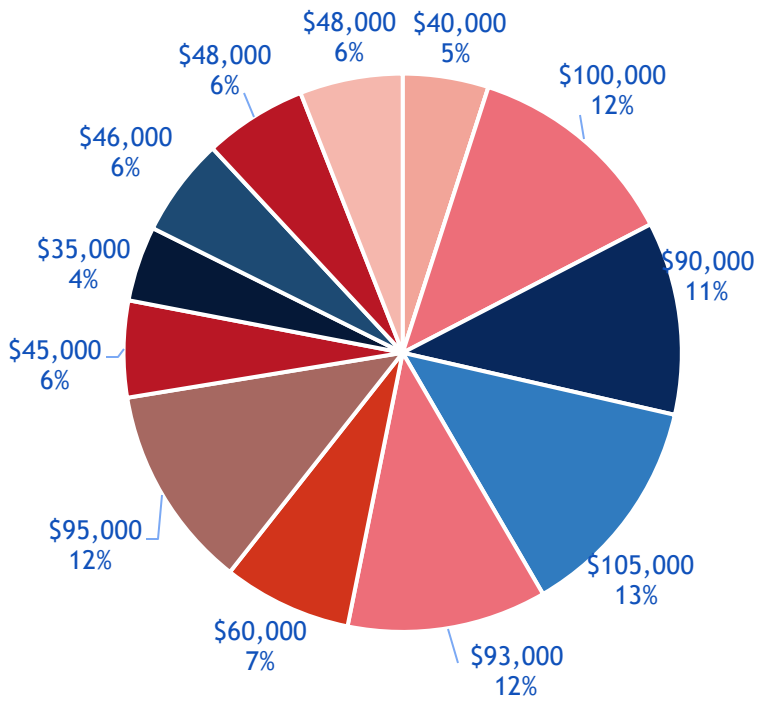
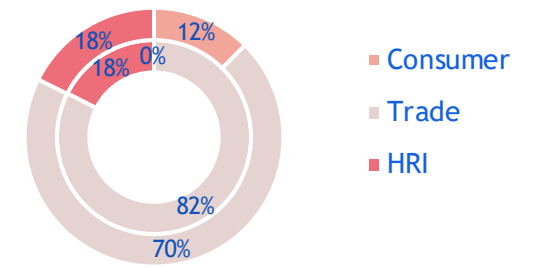
ARGENTINA, BRAZIL, CHILE, COLOMBIA, ECUADOR, MEXICO, PERU, URUGUAY, PANAMA, DOMINICAN REPUBLIC



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2025 budget on outside



- Retail Merchandising
- Consumer Public Relations
- Digital Market/Online
- Market Analysis & Visits
- Omnichannel AK Seafood
- Trade Education
- Int's Missions & Tradeshows
- Peru Reprocessing
- Technical Samples
- Chef Education
- Foodservice Promotions
- HRI Trade Shows

	Latin America	2024	2025	% change
BRXT1	Retail Merchandising	\$ 118,500	\$ 40,000	-66.2%
BRXT4	Website	\$ 12,700	\$ -	-100.0%
SOAC1	Consumer Public Relations	\$ -	\$ 100,000	
SOAT1	Digital Market/Online	\$ -	\$ 90,000	
SOAT2	Market Analysis & Visits	\$ 43,614	\$ 105,000	140.7%
SOAT3	Omnichannel AK Seafood	\$ 119,978	\$ 93,000	-22.5%
SOAT4	Trade Education	\$ 104,000	\$ 60,000	-42.3%
SOAT5	Int's Missions & Tradeshows	\$ -	\$ 95,000	
SOAT6	Peru Reprocessing	\$ -	\$ 45,000	
SOAT7	Technical Samples	\$ 24,707	\$ 35,000	41.7%
SOAH1	Chef Education	\$ -	\$ 46,000	
SOAH2	Foodservice Promotions	\$ 90,105	\$ 48,000	-46.7%
SOAH3	HRI Trade Shows	\$ -	\$ 48,000	
	Contractor Services	\$ 205,000	\$ 170,000	-17.1%
	Contractor Services	\$ 115,000	\$ 150,000	30.4%
	Travel	\$ 22,000	\$ 15,000	-31.8%
	Total	\$ 855,604	\$ 1,140,000	33.2%

INBOUND TRADE MISSION

In Bound Buyers Mission to Dutch Harbor March 3-6, 2024

- Five buyers representing four importer/processing companies from Brazil, Colombia, and Mexico
- Over two million dollars were projected in sales in the next 12 months because of the LATAM trade mission

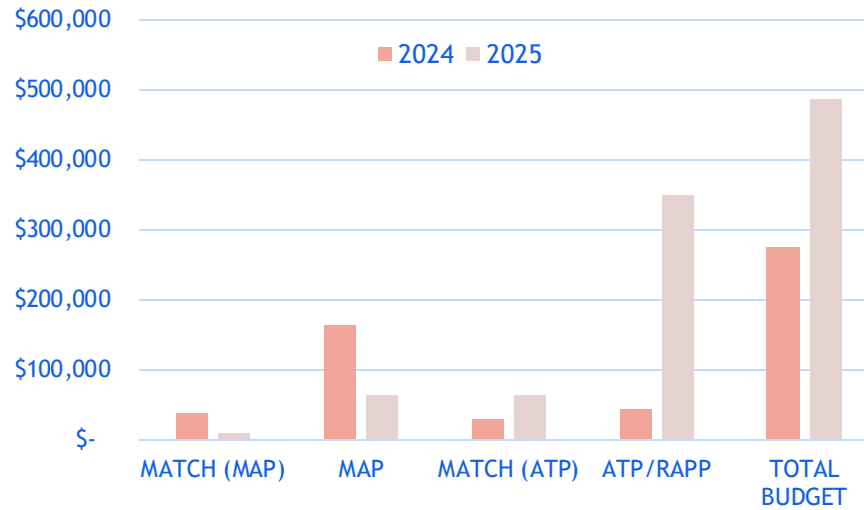


EASTERN EU

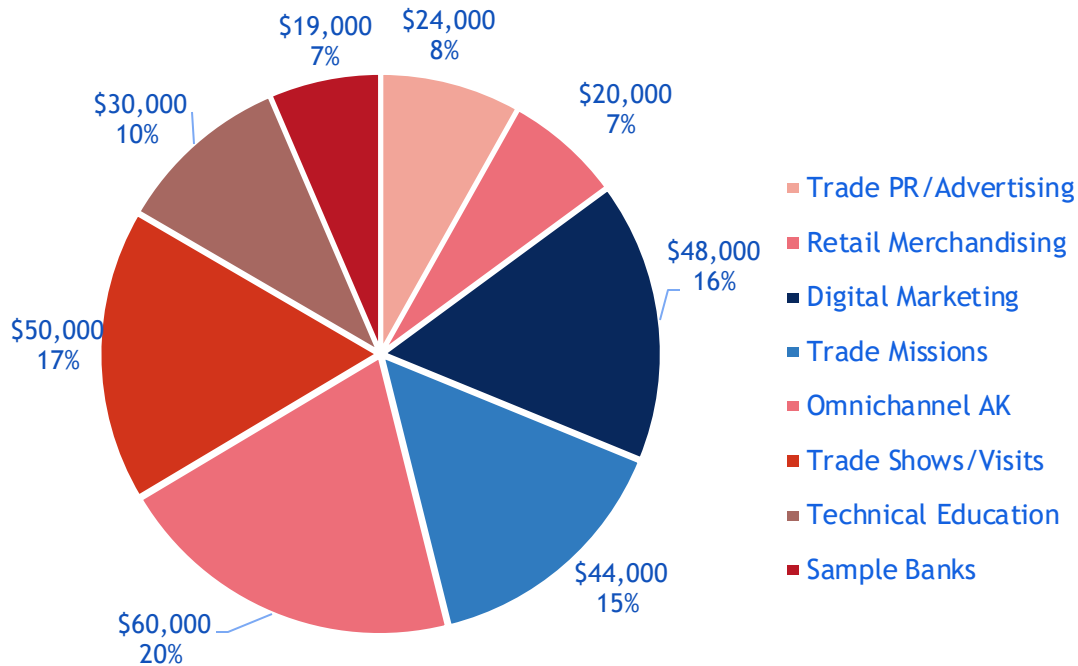
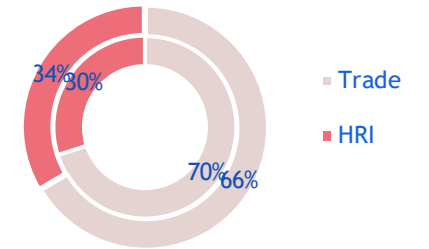
GEORGIA, MOLDOVA, UKRAINE,
LITHUANIA, FINLAND LATIVA,
ESTONIA, ROMANIA, ISRAEL,
KAZAKHSTAN, ARMENIA,
AZERBAIJAN



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2025 budget on outside



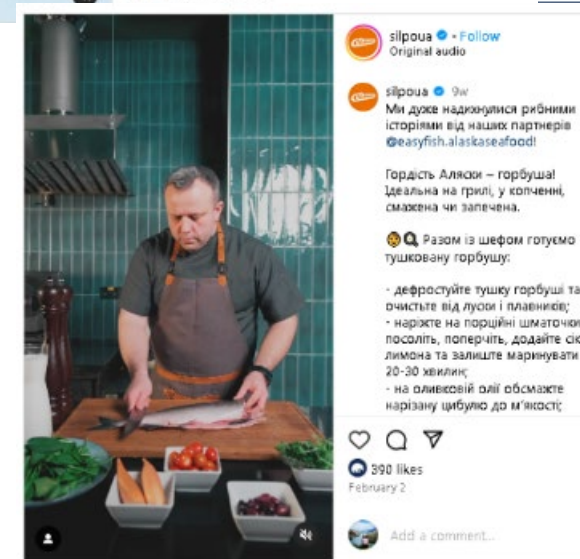
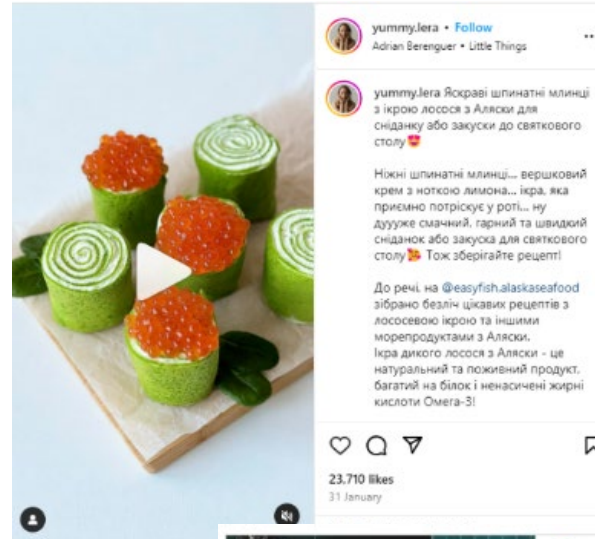
	Eastern EU	2024	2025	% Change
EEUT1	Trade PR/Advertising	\$ 55,000	\$ 24,000	-56%
EEUT2	Trade Shows	\$ 20,000	\$ -	-100%
EEUT3	Retail Merchandising	\$ 35,000	\$ 20,000	-43%
EEUT4	Digital Marketing	\$ -	\$ 48,000	N/A
EEUT5	Trade Missions	\$ -	\$ 44,000	N/A
EEUT6	Omnichannel AK	\$ -	\$ 60,000	N/A
EEUH1	Trade Shows/Visits	\$ -	\$ 50,000	N/A
EEUH2	Technical Education	\$ 47,000	\$ 30,000	-36%
EEUH3	Sample Banks	\$ -	\$ 19,000	N/A
	Contractor Services	\$ 102,000	\$ 180,000	76%
	Contractor Travel	\$ 16,300	\$ 12,000	-26%
	Total	\$ 275,300	\$ 487,000	77%

FOZZY GROUP UKRAINE RETAIL PROMOTIONS

- **ASMI** partnered with **Fozzy Group** (700 stores in Ukraine) for a **three-month promotion**.
- Partnership included collaboration with bloggers focusing on AK salmon roe, Alaska pollock, and pink salmon, **Fozzy's 'foodie portals' publications**, and in-store promotions in 35 hypermarkets.
- **"Fish Stories from Alaska"** occurred in **35 Silpo stores** and online. offline activities included: chef masterclasses, children's events, and in-store tastings.



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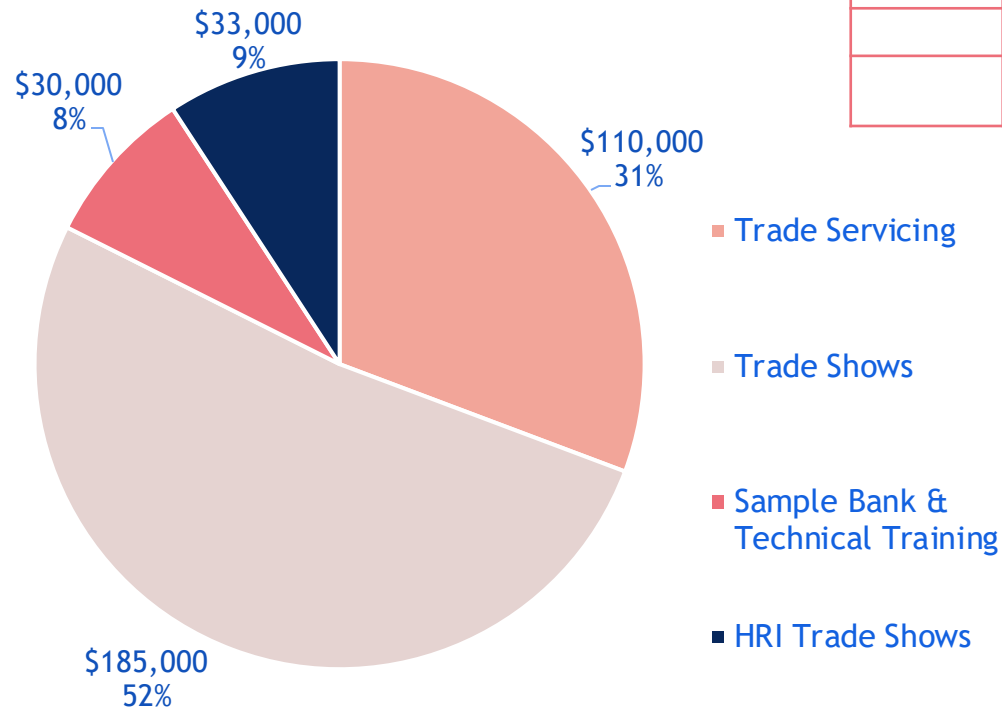
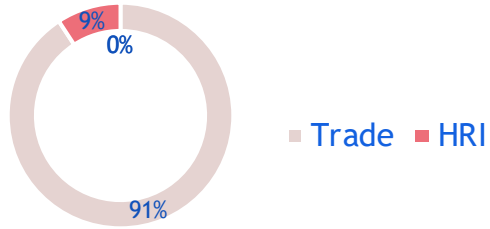


MENAWA: MIDDLE EAST NORTH AFRICA WEST AFRICA

MOROCCO, EGYPT, ALGERIA, TUNISIA, UAE, SAUDIA ARABIA, QATAR



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	Middle East-N Africa	2025
MNAT1	Trade Servicing	\$ 110,000
MNAT2	Trade Shows	\$ 185,000
MNAT3	Sample Bank & Technical Training	\$ 30,000
MNAH1	HRI Trade Shows	\$ 33,000
	Contractor Services	\$ 120,000
	Travel	\$ 5,000
	Total	\$ 483,000

INDIA: KEY EXPORT FACTORS ASSESSMENT



\$ Request: USDA/FAS: \$60,000

ASMI will undertake a study to assess the **key export factors to consider when exporting to India**, as defined in the FAS 2023 Export Guide for India. By assessing these factors on behalf of the Alaska seafood industry, ASMI will bring exporters one step closer to the India market, increasing potential for growth. ASMI will work with the FAS India office to solicit for **and hire a contractor in India familiar with general market conditions and import regulations**. This contractor will assess laws and import regulations for all key Alaska species: salmon, pollock, cod, crab, black cod and flatfish, and their major product forms, for example including smoked, canned, H&G, and fillet salmon, ensuring we maximize all potential to diversify to this market. **The report will also identify potential partners for Alaska in the region, as well as best prospects for trade shows and FAS projects and provide a recommendation on how to do business in India and what credit options might be best for Alaska companies.** Other factors in the assessment may include: an overview of Indian fisheries products, imports of all fishery products in India, and a summary of conclusions about the market.

UPCOMING EVENTS:

IMC Meeting & OMR Strategy Session

- Monday, August 5; Seattle, Washington

Summer Inbound Missions

- USSA Press Trip; Cordova & Anchorage
- International Culinary Retreat; Homer
- Polish Processors' buyers mission; Bristol Bay
- Japan Co-op Group; Bristol Bay

Trade Shows

- APAS; Sao Paulo, Brazil
- SIAL China; Shanghai, China
- Thaifex; Bangkok, Thailand





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