

**DATE: November 8, 2025**

**TO: ASMI Board of Directors**

**FROM: Nicole Alba, International Marketing Director**

**RE: International Program Report**

In late December 2024, just weeks after AHOD 2024, it was announced that ASMI was awarded \$8,500,000 in RAPP 2025/Tranche II funding. This is the second RAPP award ASMI received, with just over \$4 million awarded in early 2024. This multi-year funding grant gives ASMI International the flexibility to fund future program years. The International program's robust marketing proposals, which focused on diversifying markets and target audiences for Alaska seafood, the strong justification of need, and the decades of strong programming and collaboration with FAS were all key factors in ASMI's substantial federal awards over the past two years. The funds were allocated to all programs except China and Mexico, per Federal regulation. In addition to the new RAPP program, ASMI receives annual MAP program funds. For FY26, ASMI was awarded \$4.5M.

In July 2024, the passing of the Big Beautiful Bill brought additional funding to export promotion programs in which ASMI participates. Initially, it was announced that an additional \$285 million per year for trade promotion programs would begin in FY27. However, just before the federal government shutdown, it was announced that the USDA will kickstart this program one year early, launching the America First Trade Promotion Program with \$285 million in FY26 available. ASMI is planning our grant application and eagerly awaits the Notice of Funding Opportunity (NOFO), expected to be issued when the US government reopens.

The International program began the winter 2025 season by hiring an OMR in the MENAWA region. Megan, Nicole and ASMI Board vice chair Tomi Marsh all visited Morocco to meet with trade, visit processing and canning facilities, and interview candidates for the OMR role. Focus M, based in Dubai, was awarded the contract and represents ASMI in the Middle East North Africa region. The Gulfood Tradeshow in Dubai, UAE, took place shortly after, from February 13-22, 2025. Alongside four participating Alaska seafood exporters, ASMI staff Megan Belair and OMR Ksenia G and Ksenia V exhibited with an ASMI umbrella booth. Over 30 serious business contacts were created, 76 trade leads were collected and an estimated \$2 million in 12-month projected sales resulted from the tradeshow.

Following Gulfood, ASMI's Southeast Asia team, with ASMI HQ staff Hannah Schlosstein, hosted a trade mission to Indonesia. Twelve Alaska industry participants had the opportunity to meet with key Indonesian contacts, including importers, foodservice and retail operators, local officials, and other important market players. The trade mission generated over \$4 million in projected 12-month sales, secured 37 meaningful business contacts, and received very positive participant feedback. This marks the third consecutive year ASMI has hosted trade missions in Southeast Asia and has now covered the major export markets in the region. ASMI will focus on trade missions to other regions, particularly in Europe. The next mission will be to the Baltics in April 2026.

Nicole Alba, alongside the ASMI LATAM team attended the Seafood Expo North America tradeshow. Using RAPP funding, ASMI International is covering booth costs and has dedicated resources to revitalizing the ASMI booth space in 2026.

The focus in April and early May was Seafood Expo Global, which requires significant staff time in preparation. Led by Susana Osorio Cardona and ASMI SEU OMR David McClellan, and supported by the entire international team, ASMI's pavilion booth space welcomed 22 Alaska seafood co-exhibiting companies. The tradeshow resulted in 953 meetings, 362 serious contacts, \$61.2 million in on-site sales, and \$663 million in 12-month projected sales.

Key trade shows took place in May, including Thaifex in Bangkok, Thailand, and the APAS Supermarket trade show in São Paulo, Brazil. Both tradeshows welcomed local importers and Alaska industry members and generated on-site sales, projected sales, and trade leads.

The International program held the culinary retreat in Southcentral Alaska in June. Twelve renowned chefs from around the world came together for an in-depth educational program focused on Alaska seafood species and sustainable fishing practices. The chefs experienced hands-on learning, including individual and collaborative cooking sessions, tastings, and excursions to learn more about Alaska seafood. Detailed results are available in the trip report below.

Directly following the Culinary retreat, Nicole hosted a delegation of buyers from the Latin American market. The buyers visited Seattle and Ketchikan and had the opportunity to meet one-on-one with Alaska industry members, tour processing plants, meet with fishermen, visit the fishing grounds, and tour an oyster farm. The delegation left enthusiastic about Alaska, and 75% indicated they expected to pursue business opportunities to import and process Alaska seafood raw materials in their respective markets.

ASMI welcomed the OMRs for the IMC meeting in Anchorage and the strategy session in Valdez in early August. The session offered an opportunity to gather and discuss proposals for future federal funding applications, review the pan-European surimi initiative, learn about the ROI study conducted on the International Program, engage with the industry about the current harvest situation, tour processing facilities, and participate in other educational activities.

Vietfish was held in mid-August in Ho Chi Minh City, where the ASMI Southeast Asia team gathered 17 trade leads and local suppliers estimated sales of \$62,000 during the event, with projected sales of \$375,000 in the following 12 months. ASMI participated in Seafood Expo Asia in Singapore in September, securing 23 trade leads and generating over \$330,000 in onsite sales. The industry projects sales of over \$1.28 million in the next 12 months. ASMI's Northern EU team traveled to Grimsby, alongside WASA to meet key players and partners in the UK seafood industry.

In October, ASMI MENAWA staff visited Morocco to meet with key players in Casablanca, Rabat, and Safi. ASMI OMR visited canning and processing facilities and met with industry association groups representing local industry. The trade servicing trip further laid the groundwork for Alaska seafood exports in this market.

ASMI International commissioned a [Key Export Analysis for the India market](#) in FY25, which was finalized in early FY26. The study examines the potential market for Alaska seafood products and evaluates its suitability as a candidate for ASMI's export development programs. The assessment reviews India's seafood consumption trends, regulatory and trade environment, market opportunities and challenges, and strategic options for Alaska seafood exporters. Research methods included desk research, analysis of trade statistics, and interviews with Indian importers, distributors, retailers, and foodservice stakeholders. India and the U.S. continue to participate in bilateral trade negotiations, which have experienced both progress and setbacks.

ASMI International's ten overseas marketing programs carried out various targeted activities to enhance the value and awareness of the Alaska Seafood brand. These activities included retail and foodservice promotions, technical seminars, chef and retailer training, inbound missions to Alaska, trade shows, outbound trade missions, advertising, and public relations efforts. The programs produce a myriad of reports, including trip reports, quarterly reports, country progress reports and success stories that can be accessed at the link below.

#### **ASMI INTERNATIONAL REPORTS (LINKS TO IMC PORTAL)**

- [IMC Portal Link](#)

Please find the detailed trip reports with outcomes and achievements from this past year below.

# MENAWA OMR Interview and Trade Mission Trip Report

## Morocco, Africa

|                       |   |
|-----------------------|---|
| <b>Activities:</b>    | MENAWA  |
| <b>Cooperator(s):</b> | Alaska Seafood Marketing Institute  |
| <b>Dates:</b>         | January 4, 2025- January 12, 2025   |
| <b>Location(s):</b>   | Casablanca, Rabat, Tangier, and Agadir, Morocco, Africa   |
| <b>Accommodation:</b> | Marriott Casablanca, Marriott Rabat, The View Agadir, TWA Hotel   |
| <b>Traveler(s)</b>    | Nicole Alba, International Marketing Director<br>Megan Belair, International Marketing Coordinator<br>Tomi Marsh, ASMI Board of Directors |

|                |  |
|----------------|--|
| <b>Summary</b> | Guided by the Alaska seafood industry and supported by new federal RAPP funding, ASMI is developing a marketing and trade servicing program in the MENAWA region. This mission allowed ASMI staff to conduct a critical market assessment, meet key stakeholders including the USDA-FAS post in Rabat, and facilitate second-round interviews with candidates for an Overseas Marketing Representative (OMR) position. A panel, including ASMI staff and Alaska seafood industry experts serving on the ASMI Board of Directors, evaluated potential OMRs to ensure alignment with strategic objectives. |
|----------------|--|

## Schedule

---

### ***Saturday 4 January 2025, Depart Alaska***

5:20 am Flight AS176 JNU-SEA  
9:55 am Flight AS406 SEA-IAD  
8:40 pm Flight Royal Air Maroc 219 IAD-CMN

### ***Sunday 5 January 2025, Casablanca Morocco***

9:45 am Arrive Casablanca

### ***Monday 6 January 2025, Rabat, Morocco***

11:00 am US Embassy Visit/ Market Briefing- FAS Rabat  
11:45 am Retail Tour  
12:15 pm Stellar International Company, Oussama Alaoui  
12:45pm: Lunch with Stellar  
16:00pm: Meeting with New Project Development, Mr.Khalil Foughal at the Marriot Hotel

### ***Tuesday 7 January 2025, Tangier, Morocco***

7:50 am High speed train to Tangier - Train #1005 (1 hour 20 min)- Depart Rabat Agdal Station  
10:30 am Tour Tangier-Med, Morocco Industrial Port Complex

5:00 pm High speed train to Casablanca- Train #2045 (2 hours 10 minutes)  
7:10 pm Arrive Casa Voyages Station

### ***Wednesday 8 January 2025, Casablanca, Morocco***

OMR Interviews

10:00am Interview 1

12:00pm Interview 2

3:00pm Interview 3

### ***Thursday 9 January 2025, Agadir, Morocco***

11:00 am Depart- Flight Royal Air Maroc AT 423

12:25 pm Arrive Agadir

3:00pm Visit Pelagique Industries + Les Conserveries DOHA – Plant tour/meeting Hamid Kabbage

### ***Friday 10 January 2025, Agadir, Morocco***

10:00 am Meeting Derhem Seafoods, Hamid Tariqi Sales Manager, and plant tour

2:30 pm Cibel Group, Meriam Ziyadi, Business development Manager (Still waiting for confirmation)

### ***Saturday 11 January 2025, Depart Morocco***

9:55 am Depart Agadir- Royal Air Maroc flight AT 430

10:55 am Arrive Casablanca

3:50pm International Departure Flight Royal Air Maroc 200

5:55pm Arrive JFK

### ***Sunday 12 January 2025, Return to Alaska***

1:00pm JFK-SEA AS21

6:57pm SEA-JNU AS71

8:39pm Arrive JNU

---

## **Travel Itinerary**

---

### ***Monday 6 January- Rabat, Morocco***

---

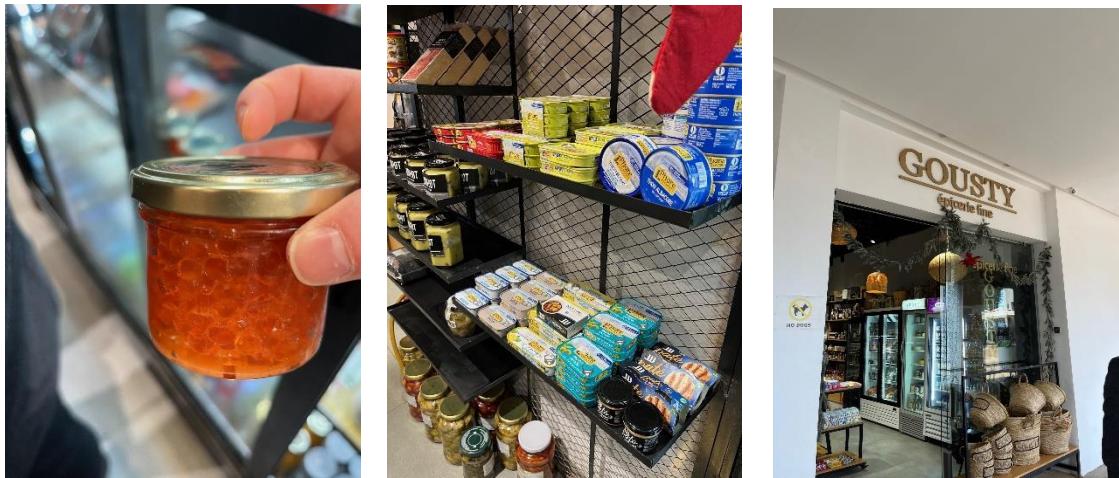
#### **US Embassy Visit/ Market Briefing- FAS Rabat**

Benjamin Rau, Regional Agricultural Attaché for Morocco, FAS Rabat, and Mohamed Fardaoussi, Agricultural Specialist gave an overview of agricultural trade between the U.S. and Morocco. They also discussed what other US cooperators are active in Morocco, the growing tourism sector in Morocco, opportunities for seafood reprocessing in Agadir and Dakhla, and cold storage availability in Agadir and Tangier. Mohamed expressed that he believes technical education will be imperative for growth between Moroccan reprocessors and Alaska seafood suppliers.

**Key Takeaway:** Morocco holds the only FTA with the U.S. on the African Continent, as well as trade agreements with the EU and 54 African nations through the African Continental Free Trade Area (AfCFTA).

#### **Retail Tour**

The group toured Gousty, a high-end retail store, that is supplying mostly imported goods including farmed smoked salmon, salmon roe, and other tinned fish.



### Meeting with Stellar International Company- Oussama Alaoui, CEO

This is the third meeting that members of ASMI have had with Stellar International. Oussama Alaoui is very interested in listing wild Alaska salmon, blackcod, and crab in his catalogues. He supplies imported seafood and meats to the high-end restaurant and hotel segment. He is interested in having small quantities of high-end products sent via airfreight. He would be interested in receiving mixed containers as well. Since his clients are high-end restaurants, hotels, chefs, and retailers, he is less price sensitive.

**Next Steps:** Oussama will be at Gulfood 2025 where ASMI will introduce him to suppliers so he can find a partner. ASMI will also include his information in a Trade lead follow up email from the mission.

### Tuesday 7 January- Tangier, Morocco

#### Tour Tangier-Med

The group traveled by high-speed train from Rabat to Tangier where they were given a tour of the Tanger-Med port by Ahmed Harbaz, Senior Manager, and Hamza El Harous, Director of Operations Import-Export.

Tanger Med is a strategically located deep-water port on the Strait of Gibraltar in northern Morocco, serving as one of the largest and most important maritime hubs in Africa and the Mediterranean.



Operational since 2007, the port has rapidly expanded into a major global trade gateway, linking Europe, Africa, and the Americas. It boasts state-of-the-art container terminals, extensive logistics zones, and direct connections to international shipping routes, making it a key driver of Morocco's economic growth. Tanger Med facilitates the movement of millions of containers, vehicles, and passengers annually, supporting industries such as automotive manufacturing, textiles, and agriculture. With its advanced infrastructure and integration with free trade zones, the port has attracted multinational corporations and positioned

Morocco as a crucial player in global supply chains. Containers from Tanger Med can reach Rotterdam in 3 days, North America in 10 days, and is connected to 40 ports in West Africa.

The group was also given a tour of the cold storage facilities of Frio Puerto by Issam Laababid.



### *Wednesday 8 January- Casablanca, Morocco*

---

#### **OMR Interviews**

Nicole, Megan, and Tomi conducted Phase 2 interviews for the MENAWA OMR position. Interviews took place at the Marriott Casablanca and each interview consisted of a verbal presentation followed by Q and A. After each interview and interview panel scored the groups based on a set criterion. After the interviews concluded the group had an in-depth discussion based on the presentations provided.

**Next Steps:** ASMI will follow its strict process for contract awarding based on the RFP regulations laid out by the State of Alaska.

### *Thursday 9 January- Agadir, Morocco*

---

**Pelagique Industries + Les Conserveries DOHA –Hamid Kabbag, Export Manager, Habiba Syam, Quality Director, and Hicham Echaoui, Export Sales Director**

The company is a processor of frozen fish, jam, canned seafood (including tuna, mackerel, and sardines), and frozen food. It is a family-owned business that is part of a larger group and has been operating for more than 40 years. Well established across Africa and the Middle East, the company also exports to the U.S. and Europe. With five factories, it operates the largest capacity canning facility in Africa, capable of producing one million cans per day. Due to a decline in the local catch, the company has excess processing capacity and sees opportunities to utilize raw materials from Alaska. It currently cans mackerel, sardines, and tuna in the traditional Moroccan style and has the capability to incorporate flavors such as olive oil and tomato sauce.



This was ASMI's third visit to Pelagique, and the company continues to expand its facilities and invest in new machinery. During the visit, the group toured the plant and was highly impressed by the facility's size and quality.

In a previous meeting in December 2023, ASMI discussed sending samples of pink and sockeye salmon to Pelagique. During this visit, the need for samples was revisited, along with the possibility of providing technical assistance for canning. With new RAPP funding, ASMI will now be able to supply samples to Pelagique and initiate a larger

sample bank project in Morocco, ensuring easy access to product samples.

**Next Steps:** Discuss the quantities of samples that Pelagique will need and send a small shipment via airfreight so the group can begin testing as soon as possible. Megan will meet with Pelagique at Gulfood to discuss sample quantities and next steps. Our hope is to get samples to Pelagique ASAP.



*Friday 10 January- Agadir, Morocco*

---

**Derhem Seafoods, Hamid Tariqi Sales Manager, Said Derhem, General Manager**

Derhem Seafood, established in 1999, is a prominent Moroccan company specializing in the freezing, processing, and export of a diverse range of seafood products. With production plants in Agadir and Dakhla equipped with the latest technology, the company processes over 10,000 tons annually. Their product portfolio includes cephalopods such as octopus, squid, and cuttlefish; pelagic species like sardine and mackerel, as well as mollusks including oysters and various shellfish. The company also has 3000 MT of cold storage available. Derhem is in the processing of being MSC certified and is interested in custom processing. They work as a distributor for the local HORECA industry. Derhem also partners with a distributor in Europe that is looking for more end users.

Derham has important multiple containers from different Alaska seafood suppliers have some hiccups along the way. They were currently awaiting their third mixed container shipment including yellowfin sole, cod, and rockfish. They had previously imported pollock blocks as well. The first container was shipped via Rotterdam, while the second was sent via train to the East coast of the US and then by barge. The third container was sent by barge from Alaska.

**Next Steps:** Continue to stay in contact with Derhem and assist them in finding Alaska suppliers when needed. When local OMRs are hired, they will contact Derhem to see how ASMI can assist, including introducing them to partners in Europe if needed.

**Cibel Group, Loubna AIT Si, Commercial Director, Sara El Baissi, Deputy Director**

CIBEL is a prominent Moroccan company specializing in fish canning, fishmeal, and fish oil production. Established in 1963, CIBEL has grown to become one of the largest companies in southern Morocco, significantly contributing to the region's development. The company operates multiple production sites equipped with advanced technological tools, enabling it to meet the diverse demands of its customers. CIBEL's product range includes canned sardines, mackerel fillets, anchovies, fishmeal, and fish oil. CIBEL is MSC certified and exports its products to markets in the United States, Europe, the Middle East, and Africa. They have 3000 MT of cold storage facilities.

Cibel has had a 40% drop in local harvest so they have excess capacity in their facilities and are looking for new raw materials. They see opportunity in Alaska salmon but currently only hold certification for small pelagic species and would need to seek Ministry of Agriculture approval to work with other species such as Alaska salmon. FAS Rabat said they can help with this process. They are not currently doing any importing, only working with local species.

**Next Steps:** FAS will assist CIBEL in getting approval to work with other species and ASMI will continue to keep a dialogue open for a possible shipment of samples.

## **Conclusions**

---

ASMI continues to collaborate with FAS Rabat to expand its network in Morocco. The primary objective of this trip was to conduct phase two interviews for regional in-country representatives. These representatives will build on ASMI's existing connections while developing a deeper understanding of the Moroccan seafood industry. They will also oversee the Middle East region, focusing on the high-end restaurant and retail sectors.

While the hiring process is underway, ASMI HQ will work to send small quantities of raw material samples to interested parties. Additionally, ASMI is developing a sample bank in the region, which will store technical samples for easy access by local companies.

ASMI remains committed to educating the Alaska seafood industry about Morocco's potential as a reprocessing hub, as well as opportunities for high-end seafood products in the Middle East.

## Trip Details

---

On the day of the set-up, ASMI staff member Megan Belair was on-site at the World Trade Center venue to conduct a site check of the booth. Upon arrival the booth was still being constructed, so she worked with the pavilion organizer Oak Overseas to ensure that all elements were in place including tables, chairs, tv monitor, podiums and cabinets and the display freezer.

The display freezer is a key educational element present in the booth space, attracting visitors' attention to the variety and bounty of wild Alaska seafood. The head-on species displayed included Pacific cod, sablefish, Pacific Ocean perch, bairdi snow crab, all five species of head-on Alaska salmon, and salmon roe.

The companies co-exhibiting within the Alaska Seafood booth included primary processors, exporters, and traders. The four companies that took part in this year's Gulfood Tradeshow, supplying a wide variety of species and product formats, were:

EC Phillips & Son  
Seafood Producers Cooperative  
E&E Foods  
OBI Seafoods, LLC



Throughout the five-day tradeshow, ASMI and Alaska seafood exporters engaged with a diverse range of attendees, including retailers, processors, importers, and traders from around the world. Notably, the event drew buyers from Africa, the Middle East, West Asia, and Central Asia. These markets represent new opportunities for ASMI to grow the demand for wild Alaska seafood using new RAPP funding.

ASMI managed the booth, assisting co-exhibitors and facilitating connections with qualified contacts. Additionally, ASMI representatives interacted with visitors to highlight the core sustainability principles of wild Alaska seafood, as well as its nutritional and health benefits, using discussions, videos, photos, and other educational materials.

Notable meetings for ASMI staff included Stellar International and Pelagique Industries. Both are companies that have been visited on trade missions to Morocco. Both companies have an interest in importing Alaska seafood.

On Wednesday, February 19, Megan Belair and Ksenia Gorovaia attended meetings with FAS Administrator Daniel Whitley and FAS Senior staff Chris Jacquette and Zechariah Henderson at the U.S. Consulate.



## Post-Mission Feedback & Recommendations

Quotes from Alaska seafood industry members that participated in Gulfood:

*"Gulfood represents an emerging market for Alaska Seafood. Being here allows our industry to show the world our high-quality products. Including Alaska salmon and Sablefish and also high-volume products like Alaska pollock."*

*"ASMI's invitation 2 years ago was the springboard to our company's entrance into the middle east market with black cod. We have been able to develop new relationships and grow business in a new region thanks to this opportunity."*

*"Face to face contact is the basis of our long-term growth. Access to new relationships in this region is only possible for our small company with the help of USDA and ASMI."*

### Recommendations:

*"Moving our booth into the protein pavilion."*

*"Clustering our product with similar products."*

## Conclusions and Results

---

*76 Trade leads collected.*

*Projected 12-month sales of \$2,000,000 resulting from this trade show.*

*30 serious contacts established.*

Overall attending Gulfood was a success for ASMI and the Alaska seafood industry. All 4 companies said they would participate in Gulfood again in future years.

Gulfood 2026 will be split into two venues and ASMI will be forced to exhibit in the protein hall with other seafood companies. This is something that was discussed at length with exhibitors both this year and last and most believe this will be an improvement.



## Indonesia Trade Mission Trip Report



ASMI Indonesia trade mission participants with Jasmine Osinski (Agricultural Attaché of FAS Jakarta) and the PT BMI team in Surabaya

|                         |  |
|-------------------------|--|
| <b>Activity Code(s)</b> | SEAT6 International Missions & Shows - JJ24 Trade Mission to Indonesia<br><br>E24MXSEEMP - Alaska Seafood Processing Technical Support in Southeast Asia   |
| <b>Cooperator(s)</b>    | Alaska Seafood Marketing Institute   |
| <b>Dates</b>            | February 22 – March 1, 2025  |
| <b>Location</b>         | Jakarta and Surabaya, Indonesia  |
| <b>Accommodation</b>    | The Ritz Carlton Mega Kuningan, The Westin Surabaya, and Sheraton Jakarta Soekarno Hatta Airport   |
| <b>Traveler(s)</b>      | Rosanne (Roxanne) Turowski, Calkins & Burke<br>Stephen Rhoads, Seafood Producers Cooperative<br>Jostein Roertveit, American Seafoods<br>Jie (Julia) Ying, Polar Bay Foods<br>Huaying (William) Sun, Polar Bay Foods<br>Brody Pierson, Bristol Wave Seafoods<br>Li-ling Pan, Trident Seafoods Japan<br>Hyosung Daniel Kusakari, Ocean Peace<br>Eric Tan Chee Hong, E & E Foods<br>Hannah Schlosstein, ASMI Head Office<br>Tim Welsh, ASMI SE Asia |

|                   |               |  |
|-------------------|---------------|--|
| February 28, 2025 | 20.30         | Group returns to The Westin Surabaya               |
|                   | 07.00         | Group departs The Westin Surabaya for plant visits |
|                   | 09.00 - 11.30 | Plant visit to PT Kirana Food International        |
|                   | 14.00 - 16.00 | Plant visit to PT Inti Lautan Fajar Abadi          |
|                   | 17.00 - 19.00 | Group farewell dinner at Layar Restaurant          |
| March 1, 2025     | All day       | Participants depart Surabaya and return home       |

## Jakarta: February 23 - 26, 2025

To kick off the trade mission, the group attended a dinner meeting with Lisa Arhamjian (Agricultural Counselor), Jasmine Osinski (Agricultural Attaché), Novi Yuningsih (Marketing Specialist) of FAS Jakarta, and Syamsul Arifin, Indonesia's representative for the Global Seafood Alliance. The dinner, held at Pidari Restaurant, also introduced the trade mission participants to local Indonesian cuisine. Discussions focused on collaborations to promote seafood production and consumption in Indonesia, as well as identifying processing plants capable of handling Alaska seafood.



### Market Briefing with FAS Jakarta and AMCHAM Indonesia

On the morning of February 24, Jasmine Osinski (Agricultural Attaché) and Novi Yuningsih (Marketing Specialist) of FAS Jakarta provided a brief overview of Indonesia's domestic market and trade relations with the U.S. The group also met with Aris Utama of PT Bumi Menara Internusa (PT BMI) and I Wayan Agus Purnomo, Government Relations Director of The American Chamber of Commerce in Indonesia, who shared insights on doing business in Indonesia, including market opportunities and challenges. Below are key takeaways from the market briefing:

- Market Potential: Indonesia is a promising market for U.S. agriculture and seafood, if companies can successfully enter and maintain access.
- Seafood Imports (2024):
  - Total value: \$480 million (50% increase)
  - U.S. market share: 18%
- Record-high import growth:

- Cod (+154%)
- Yellowfin Sole (+275%)
- Pacific Salmon (+62%)
- Pollock (+761%)
- Sablefish (+279%)
- Competition: Russia, Norway, Chile, and Japan
- Opportunities:
  - Rapid growth in retail and foodservice sectors
  - Increasing export demand for processed products
  - 65% of ingredients are imported
  - Expansion of online sales platforms
- Challenges:
  - Difficult business environment and unpredictable regulations
  - Restrictive import quotas and complicated licensing processes
  - Onerous facility registration and Halal certification requirements
- Key U.S. food export prospects: Seafood, cheese, frozen potatoes, beef, fruits, pork, wine, and tree nuts
- Regulatory Considerations:
  - Importers of fish and seafood for processing and re-export are exempt from import quotas and import licensing approval.
  - Bulk-imported seafood for processing is exempt from Halal certification, but suppliers must provide a production flowchart for the importer's Halal certification.
- Trade restrictions (2025):
  - Import quotas reduced by 80%
  - Import license approvals delayed (20% still pending)
  - Exporters must submit "Prior Notice" before shipment departure (Indonesia Quarantine Agency Regulation No. 9 & 14/2024)
  - Import duty: 5% (countries with FTAs may have lower tariffs, e.g., Chile: 3.5%, Japan: 0%)
  - Annual import plan submission required every September to receive allocation and licenses (Ministry of Trade Regulation No. 8/2024 & Ministry of Marine Affairs and Fisheries Regulation No. 14/2024)
  - Import licenses valid for one year



## Ranch Market Supermarket Visit

After the market briefing, the group visited Ranch Market, where they observed a selection of Alaska sockeye, halibut, sablefish/black cod, Alaska pollock, and other imported seafood. Novi Yuningsih (Marketing Specialist, FAS Jakarta) joined the group, while Elaine Santoso (Marketing Executive, Ranch Market) led the supermarket tour.



## Lunch with Seafood Trade

After the Ranch Market visit, the group returned to the Ritz-Carlton Pacific Place for lunch with a select group of seafood trade representatives before the afternoon's one-on-one meetings. Attendees travelled from several regions of Indonesia, including Manado (South Sulawesi), Medan (North Sumatra), Bali, and Surabaya (East Java), as well as Malaysia and Singapore, to participate in the meetings and the reception that followed.



### **One-on-one Meetings with importers, distributors, and processors**

All nine Alaska seafood suppliers met with attendees from 24 local companies in Jakarta and other provinces and countries who are current or high potential buyers of Alaska seafood. ASMI received positive feedback from the participants about the one-on-one meetings and their potential for business.



## Networking Reception

Following the one-on-one meetings, ASMI SE Asia hosted a networking reception at the Ritz-Carlton Pacific Place. The menu featured a selection of Alaska seafood available in the local market, including sockeye salmon, sablefish/black cod, and Alaska pollock. The event welcomed 90 attendees, including participants from the one-on-one meetings, professional chefs, importers, processors, and distributors from Jakarta and surrounding areas.

Tim Welsh delivered the opening remarks on behalf of ASMI, followed by brief introductions from each industry member about themselves and their companies. Heather Merritt, Deputy Chief of Mission at the U.S. Embassy Jakarta, spoke about the importance of Alaska seafood imports to Indonesia and fostering stronger trade relationships between the two countries.



Following are the Alaska seafood dishes that the Ritz Carlton Pacific Place prepared for the reception.

- Alaska Sockeye Salmon Nicoise Salad
- Baked Alaska Pollock, Caponata Salad
- Herb Roasted Alaska Sablefish/Black Cod, Roasted Pumpkin, Sorghum Salad
- Alaska Sockeye Salmon Provencal
- Alaska Pollock Lemon Butter Sauce
- Baked Alaska Sablefish/Black Cod, Miso Glazed



## PT Kembang Alam Khatulistiwa Plant Visit

<https://www.jalafish.com>

PT Kembang Alam Khatulistiwa's processing facility, located in Muara Baru, is at the heart of Indonesia's seafood processing industry. The company operates 20 massive cold storage facilities, handling processed seafood for both local and export markets. The trade mission members toured the processing line in two separate groups, while those remaining in the conference room had one-on-one discussions with processors and sampled PT Kembang Alam Khatulistiwa's value-added products.

A representative from PT Ayanaa Putri Pratama, a seafood and beef importer, joined the visit, as the company has a strong relationship with PT Kembang Alam Khatulistiwa. PT Ayanaa Putri Pratama specializes in premium seafood, including Atlantic salmon, ocean trout, Canadian sockeye salmon, and king crab. Additionally, they import seafood from Japan, including products of both Alaska and Russia origin.

Name: Anthony Scholten - PT Kembang Alam Khatulistiwa

Title: President Director

Mobile: +62 8119998852

Email: [anthony.scholten@jalafish.com](mailto:anthony.scholten@jalafish.com)

Name: Lolita Dewi - PT Ayana Putri Pratama

Title: Director  
Mobile: +62 8111474957  
Email: [lolitadewi@ptapp.id](mailto:lolitadewi@ptapp.id)



### PT Benua Agri Sejahtera Plant Visit

<https://benuaagrisejahtera-indo.com>

PT Benua Agri Sejahtera has been processing yellowfin tuna since 2002. Based in North Jakarta, the company sources most of its tuna from Papua, working closely with local fishermen. To ensure high-quality standards, they have developed efficient and effective fish processing methods. Their tuna product range includes steaks, saku, poke cubes, strips, and ground meat. In addition to tuna, they also process other seafood. Their main export markets include the U.S., Canada, Europe, and Asia.

Name: Steven Karnadi  
Title: Marketing Director  
Mobile: +62 818866626  
Email: [stevenbenua@yahoo.com](mailto:stevenbenua@yahoo.com)

Name: Wilsen Shawpindo  
Title: Business Development Executive  
Mobile: +62 81398003068  
Email: [wilsenshaw@benuaagrisejahtera-indo.com](mailto:wilsenshaw@benuaagrisejahtera-indo.com)



## PT Fresh On Time Plant Visit

<https://www.freshontime.com/>

Founded in the late 1990s with a focus on canned crab, PT Fresh On Time expanded into seafood processing in 2004. The company is led by Bintarna Tardy, with his son, Budi Tardy, serving as Operational Director.

Currently, PT Fresh On Time processes Alaska pink and chum salmon, sablefish (black cod), and Alaska pollock. They import from several U.S. suppliers and process seafood for re-export to the EU, U.S., and other global markets. The company is also interested in sea-frozen and MSC-certified Pacific cod for export to the EU.

Name: Bintarna Tardy  
Title: Chairman  
Mobile: +62 817119993  
Email: [bintardy@gmail.com](mailto:bintardy@gmail.com)

Name: Budi Tardy  
Title: Operational Director  
Mobile:  
Email:  
[budisatriatardy@gmail.com](mailto:budisatriatardy@gmail.com)

Name: Berta Saragih  
Title: Import Manager  
Mobile: +62 81291568055  
Email: [berta@freshontime.com](mailto:berta@freshontime.com)

Name: Risca Darmayanti  
Title: Import Department  
Mobile: +62 81818893195  
Email: [import@freshontime.com](mailto:import@freshontime.com)



## Surabaya: February 26 - 28, 2025

### PT Bumi Menara Internusa Plant Visit

<https://www.ptbmi.com/>

ASMI SE Asia maintains a strong partnership with PT Bumi Menara Internusa. In 2022, Aris Utama, Tienekke, and Ria traveled to Kodiak and Seattle to strengthen industry connections.

During the trade mission, the group visited PT Bumi Menara Internusa's crab and shrimp processing plants in Lamongan and its fish processing facility in Surabaya. The company processes Dungeness crab, Alaska chum, coho, and sockeye salmon for the local market, while Pacific cod and yellowfin sole are reprocessed for export. Jasmine Osinski, Agricultural Attaché of FAS Jakarta, also joined us for the tour at the Surabaya plant.

Currently, PT Bumi Menara Internusa is expanding its value-added processing capabilities, supported by an in-house R&D team. One of their latest innovations is an Alaska chum salmon Wellington, developed for quick-service chains like Starbucks. The trade mission group had the opportunity to sample this new product, which was also featured at the JW Marriott Surabaya reception.

Name: Aris Utama  
Title: Director  
Mobile: +62 8176667777  
Email: [aris.utama@ptbmi.com](mailto:aris.utama@ptbmi.com)

Name: Tienekke Suryaputra  
Title: Export Division / Assistant to Director  
Mobile: +62 8113343835  
Email: [tienekke@ptbmi.com](mailto:tienekke@ptbmi.com)



### PT Kirana Food International Plant Visit

<https://www.kiranafood.com/>

PT Kirana Food International processes a wide range of seafood from around the world, including mackerel, salmon, Alaska pollock, flounder, tobiko, and snow crab. They also source yellowfin tuna, red snapper, squid, cuttlefish, and octopus from Indonesia. Imported raw materials are processed into value-added products in their international-standard facilities.

During the visit, the group toured PT Kirana Food International's state-of-the-art processing facilities and participated in a seafood tasting session. Located in Tuban, the facility has a raw material capacity of 10,000 MT, a cold storage capacity of 8,000 MT, and seven production lines, all designed to meet strict international procedural standards.

Name: M. Novi Saputra  
Title: President Director  
Mobile: +62 8123571817  
Email: [novi@kfifood.com](mailto:novi@kfifood.com)

Name: Lukas Rahardjo  
Title: Director  
Mobile: +62 8128881111

Email: [lukas.rahardjo@kaia-group.com](mailto:lukas.rahardjo@kaia-group.com)



### PT Inti Lautan Fajar Abadi (Intan Seafood)

<https://intanseafood.com>

The final factory visit of the trade mission was to Intan Seafood in Pasuruan. The company supplies high-quality seafood products to both local and international markets, including snapper, goldband snapper, barramundi, grouper, sweetlip, seabream, emperor, and other reef fish. They also process pelagic species, such as tuna, mahi-mahi, and wahoo.

The group toured Intan Seafood's international-standard processing facility in two groups. The company is also actively involved in Indonesian fisheries improvement projects for snapper, grouper, and other demersal fish, an initiative led by the Sustainable Fisheries Partnership (SFP).

SFP is an international organization that collaborates with the seafood industry to promote sustainable sourcing. Through the Indonesian Fisheries Improvement Program, industry members work closely to enhance the sustainability of Indonesian demersal fish stocks.

Name: Lenny Danuseputro  
Title: Managing Director  
Mobile: +62 8123541886  
Email: [lennydanu@intanseafood.com](mailto:lennydanu@intanseafood.com)

Name: Geerry Kosasih  
Title: General Manager  
Mobile: +62 811299188  
Email: [kosasihg@intanseafood.com](mailto:kosasihg@intanseafood.com)



## Networking Reception

ASMI SE Asia hosted a reception at the JW Marriott Surabaya, showcasing a variety of Alaska seafood products available in the local market. The menu featured Alaska sockeye salmon, sablefish (black cod), pollock, and chum salmon Wellington, served to 90 attendees, including professional chefs, importers, processors, and distributors. Guests also traveled from Bali and the greater Surabaya area to attend the event.

Tim Welsh delivered opening remarks on behalf of ASMI, followed by brief introductions from each industry member about themselves and their companies. Mr. Chris Green, U.S. Consul General of Surabaya, gave a speech (some of it in Javanese) emphasizing the importance of

strengthening trade relations and exploring seafood industry opportunities between the two countries.



## Post-mission Feedback

---

ASMI compiled a post-mission survey and asked industry members to provide feedback concerning the Indonesia mission. Responses were received and compiled from all eight companies present.

**As a result of the Indonesia Trade Mission, what is the approximate value of sales you have made to date?**

Response: \$525,000

**What are your 12-month projected sales as a consequence of the Indonesia Trade Mission?**

Response: \$4,230,000 (Some have noted that they do not have a clear figure for projected sales yet)

**In addition to sales generated, what else did you value the most in participating in ASMI's Trade Mission? i.e. factory tours, market briefing, 1:1 meetings etc.**

Response:

*"The factory tours, market briefings, and 1:1 meetings provided us with valuable market intelligence, enabling our company to plan subsequent strategies effectively."*

*"Everything. These trade mission are crucially important to get to know the market better, and let key people there know our products."*

*"Understanding the capacity and capabilities of the processing plants."*

*"The factory tours were the most rewarding. We have a much better understanding of the respective factories' preparedness/readiness in co-processing."*

*"Face time with customers and other Alaska industry participants."*

**Please rate the Market Briefing with FAS Jakarta, PT BMI, and AMCHAM Indonesia**

Response: 4.88/5 stars

**Please rate the one-on-one meetings in Jakarta**

Response: 4.63/5 stars

**Please rate the reception in Jakarta**

Response: 4.88/5 stars

**Please rate the PT Kembang Alam Khatulistiwa plant tour**

Response: 4.25/5 stars

**Please rate the PT Benua Agri Sejahtera plant tour**

Response: 4.25/5 stars

**Please rate the PT Fresh On Time plant tour**

Response: 5.5 stars

**Please rate the PT BMI plant tour**

Response: 5.5 stars

**Please rate the PT Kirana Food International plant tour**

Response: 4.88/5 stars

**Please rate the PT Inti Lautan Fajar Abadi plant tour**

Response: 4.38/5 stars

**Please rate the Surabaya reception**

Response: 5/5 stars

**Overall, how do you rank this mission as an opportunity to meet and network with Indonesian/SE Asian companies and food industry professionals?**

Response: 5/5 stars

**Overall satisfaction with the trade mission?**

Response: 5/5 stars

**How many meaningful business contacts did you make as a consequence of the mission?**

Response: 37 contacts

**What are your suggestions or feedback to improve future ASMI trade missions?**

Response:

*“To enhance future ASMI trade missions, we suggest ASMI provide the customer list of 1:1 meetings earlier to allow participants to preview the information of the customers.”*

*“Very well organized and planned, nothing I would change about it at all.”*

*“The Indonesia trade mission was very well organized and coordinated. The experience has been so good, I have nothing to suggest to improve.”*

*“A round table of industry outlook from ASMI international members during our plant visit to PT BMI was very good and we should do that more often.”*

**What other activities do you suggest ASMI should do in follow-up to this trade mission?**

Response:

*“We believe the trade mission has covered a lot of ground effectively, and we don’t have additional ideas to suggest for follow-up activities at the moment.”*

*“Chef demos for product education and application.”*

*“Send major players in Indonesia to Seattle for meetings/tour plants in Alaska. Circle back to another trade mission to Indonesia in 2 - 4 years.”*

*“Joint marketing with local importers to further promote our Alaska species to the domestic market.”*

*“Continue trade missions to Latin America.”*

# Seafood Expo North America

## Boston, USA

**Activities:**

Seafood Expo North America (SENA)

**Cooperator(s):**

Alaska Seafood Marketing Institute

**Dates:**

March 14 – 19, 2025

**Location(s):**

Boston, USA

**Accommodation:**

Marriott Long Wharf, Boston

**Traveler(s):**

Nicole Alba, ASMI HQ

Hannah Schlosstein, ASMI HQ

Leonardo Silviera, ASMI LATAM

Lucero Flores, ASMI LATAM

**Summary**

ASMI HQ staff attended Seafood Expo North America (SENA) to set up and staff the ASMI booth, as well as assist in the preparation and execution of one-on-one meetings and other events between international buyers, USDA delegations, and Alaska seafood companies. SENA is North America's largest seafood trade exposition, gathering exhibiting suppliers from 50 countries alongside many Alaska seafood companies. SENA offers unparalleled opportunities to connect with key industry players, including retailers, international importers and distributors, and suppliers. ASMI's booth acts as a central hub for buyers from around the world and hosts a prominent networking reception. Our participation ensures we stay ahead of market trends, address emerging challenges, and create new international opportunities for Alaska seafood; positioning ASMI as an indispensable resource for industry growth and success.

An estimated 22,000 seafood professionals attended Seafood Expo North America (SENA) in Boston, MA, from March 16-18, 2025. SENA provided an excellent platform to discover suppliers, products, and trends at America's largest seafood trade exposition while creating key business connections.

## Schedule

---

***Friday, 14 March -Travel from Juneau to Boston***

7:15 am      Depart Juneau to Seattle on Alaska Airlines (AS) 142

3:45pm      Depart Seattle for Boston on AS460

11:59pm      Arrive in Boston

# Travel Itinerary

---

## *Saturday March 15 – Boston, Massachusetts*

---

### **Set up day at SENA**

ASMI staff members had a welcome meeting at the Seafood Expo North America (SENA) booth at 1pm. ASMI staff met with Alaska seafood suppliers who were walking the booth or elected to have their own booth at the show. ASMI staff and Overseas Marketing Representatives (OMRs) set up the Alaska Seafood center of operations and assisted any co-exhibitors who were present with additional educational materials they required in setting up their company tables. ASMI staff and OMRs received the shipment of seafood display product and the dry goods shipment. Staff set-up the product display in the two freezers provided and stocked the booth with technical and education materials for attendees. Staff organized the reserved business meeting tables for Alaska seafood industry.

## *Sunday March 16 – Boston, Massachusetts*

This was the first day of the trade show. Staff were present at 8:30am to ensure the display product was prepared, and other items were in place. ASMI staff facilitated business meetings at the booth and at the meeting tables. The show ran from 10am to 5pm, whereby staff supported Alaska seafood industry members and collected international and domestic trade leads.

Alaska's Governor Mike Dunleavy attended SENA this year. This is the first time a Governor has visited this seafood trade show. Governor Dunleavy visited the ASMI booth to learn about market access opportunities, challenges facing the commercial fishing industry, and observe the work of ASMI firsthand. ASMI Executive Director, Jeremy Woodrow and ASMI Chairman Allen Kimball greeted Governor Dunleavy and his staff to the booth.

## *Monday March 17 – Boston, Massachusetts*

This was the second day of the trade show. Staff were present at 8:30am. ASMI staff continued to facilitate business meetings at the booth and at the meeting tables. The show ran from 10am to 5pm.

Staff left the trade show and supported the ASMI Domestic team with the Go Wild! Reception at the Seaport Hotel nearby the convention center, from 5pm – 8pm. The Go Wild! Reception is the industry's opportunity to make new contacts, or strengthen existing partnerships with international importers and distributors, and network. Jeremy Woodrow, Executive Director of ASMI provided opening remarks and Hannah Lindoff of SeaShare presented Trident Seafoods with an award for their continued contribution of seafood to support food insecure households in the US.

## *Tuesday March 18 – Boston, Massachusetts*

During the third and last day of the trade show, the ASMI booth remained busy. At show closure,

ASMI staff assisted with booth close out, starting with dismantling and storing leftover materials, gathering the trade leads, and debriefing with Alaska seafood industry members and colleagues.

---

## Conclusions

---

The ASMI International team collected valuable trade leads from Seafood Expo North America 2025. The team collected 26 trade leads from a variety of international buyers representing the retail and HRI spaces.

Alaska seafood industry members noted that SENA is an excellent opportunity to meet domestic and international clients and ASMI provides an invaluable service to the industry as a connection point. ASMI's booth is a central hub that works to connect stakeholders to Alaska seafood from harvesters, processors, to international end-users of the resource.

Governor Dunleavy's attendance was notable and reinforced the value of Alaska's fisheries as an economic and social stimulus within the State, and it's impact on the global seafood stage. Alaska's sustainable fisheries management of wild-capture fish is the gold standard, and it is imperative that ASMI continue to attend trade shows like SENA that have global reach.









**Alaska Seafood Marketing Institute  
Seafood Expo Global (SEG)  
Barcelona, Spain  
Trip Report**

|                        |   |
|------------------------|---|
| <b>Activities:</b>     | Seafood Expo Global 2025  |
| <b>Cooperator:</b>     | Alaska Seafood Marketing Institute (ASMI)   |
| <b>Dates:</b>          | May 2 – 9, 2025   |
| <b>Location:</b>       | Barcelona, Spain  |
| <b>Accommodation:</b>  | Renaissance Barcelona Hotel   |
| <b>ASMI Travelers:</b> | Alexa Tonkovich – Overseas Marketing Representative Northern Europe<br>Alicia Parker - Overseas Marketing Representative Northern Europe<br>Allen Kimball - Chair Board of Directors<br>Anastasia Talalay - Overseas Marketing Representative Eastern Europe<br>Charlie Dale - Overseas Marketing Representative Northern Europe<br>David McClellan - Overseas Marketing Representative Southern Europe<br>Hannah Schlosstein - International Marketing Coordinator Asia<br>Jens Hombeck - Overseas Marketing Representative Central and Western Europe<br>Jeremy Woodrow - Executive Director<br>Jose Madeira - Overseas Marketing Representative LATAM<br>Ksenia Gorovaia - Overseas Marketing Representative Eastern Europe<br>Kseniia Vasyliukova - Overseas Marketing Representative Eastern Europe<br>Lucero Flores- Overseas Marketing Representative LATAM<br>Manjusha Mathew - Overseas Marketing Representative MENAWA<br>Mathew Curian - Overseas Marketing Representative MENAWA<br>Mark Jones - Retail National Accounts Contractor<br>Megan Belair - International Marketing Coordinator<br>Nadia Nadif - Overseas Marketing Representative Western Europe<br>Nicole Alba - International Marketing Director<br>Susana Osorio Cardona - International Marketing Coordinator - Europe<br>Tricia Sanguinetti - Sustainability Contractor, Certified Seafood International Marketing & Chain of Custody Director |

## **Activity Budget:**

A24GXEXT5– Seafood Expo Global

A24GXMNAT2– Seafood Expo Global

## **Purpose of Travel:**

The primary purpose of the trip was to attend and exhibit at the Seafood Expo Global (SEG) trade show in its fourth edition in Barcelona, Spain. Participation in the exposition presents opportunities for ASMI staff and for Alaska seafood industry members to make new industry contacts, meet with potential buyers or marketing partners, cultivate existing business relationships and expand the presence of Alaska seafood in the global seafood market.

The show is also an excellent platform for the organization's staff to meet with members of the ASMI Board of Directors, members of the ASMI International Marketing Committee (IMC), the primary source of industry knowledge and actionable directives for the International Program, and other operational committees, the Overseas Marketing Representatives (OMRs), Alaska seafood buyers, importers, and distributors from around the world, NGOs, media, and high-level government officials.

### **DISCOVER OUR GLOBAL TEAM**

ASMI International monitors trends across the globe. Through targeted marketing efforts, ASMI has made strides in e-commerce in markets like China, Japan, and the U.K., resulting in millions of dollars of Alaska seafood products sold online. Emerging markets offer an opportunity for ASMI to increase the overall value of the Alaska Seafood resource by growing worldwide demand. Each of ASMI's overseas markets differ, but in all markets the Alaska brand is known for quality, purity, sustainability, and great taste.



**SARINA WELSH**  
South East Asia  
[sarina@agrisource.co.th](mailto:sarina@agrisource.co.th)



**TIM WELSH**  
South East Asia  
[tim@agrisource.co.th](mailto:tim@agrisource.co.th)



**KSENIA GOROVAYA**  
Eastern Europe  
[ksenia@crisp.global](mailto:ksenia@crisp.global)



**ANASTASIA TALALAY**  
Eastern Europe  
[anastasia@crisp.global](mailto:anastasia@crisp.global)



**NICOLE ALBA**  
International Marketing  
Director  
[nalba@alaskaseafood.org](mailto:nalba@alaskaseafood.org)



**MEGAN BELAIR**  
International Marketing  
Coordinator  
[mbelair@alaskaseafood.org](mailto:mbelair@alaskaseafood.org)



**JANE YAO**  
Mainland China & Hong Kong  
[jane.yao@smh-intl.com](mailto:jane.yao@smh-intl.com)



**STEPHANIE PAN**  
Mainland China & Hong Kong  
[stephanie.pan@smh-intl.com](mailto:stephanie.pan@smh-intl.com)



**ALICIA PARKER**  
Northern Europe  
[alicia@wearelotus.co.uk](mailto:alicia@wearelotus.co.uk)



**ALEXA TONKOVICH**  
Northern Europe  
[alexa@wearelotus.co.uk](mailto:alexa@wearelotus.co.uk)



**HANNAH SCHLOSSSTEIN**  
International Marketing &  
Grants Manager  
[hschlosstein@alaskaseafood.org](mailto:hschlosstein@alaskaseafood.org)



**SUSANA OSORIO CARDONA**  
International Marketing  
Coordinator - Europe  
[sosorio.cardona@alaskaseafood.org](mailto:sosorio.cardona@alaskaseafood.org)



**ROGER ZHANG**  
Mainland China & Hong Kong  
[shengming-roger@outlook.com](mailto:shengming-roger@outlook.com)



**MANJUSHA MATHEW**  
Middle East North Africa West Africa  
[manjusha.m@focusmrworld.com](mailto:manjusha.m@focusmrworld.com)



**DAVID MCCLELLAN**  
Southern Europe  
[dmcclellan@dmcclellan.com](mailto:dmcclellan@dmcclellan.com)



**AKIKO YAKATA**  
Japan  
[ayakata@yaandco.com](mailto:ayakata@yaandco.com)



**LEONARDO SILVEIRA**  
Latin America  
[lsilveira@riverglobal.net](mailto:lsilveira@riverglobal.net)



**LUCERO FLORES**  
Latin America  
[lflores@riverglobal.net](mailto:lflores@riverglobal.net)



**MARIA KRAUS**  
Central & Western Europe  
[maria.kraus@mk-2.com](mailto:maria.kraus@mk-2.com)



**JENS HOMBECK**  
Central & Western Europe  
[jens.hombeck@mk-2.com](mailto:jens.hombeck@mk-2.com)

In addition to coordinating the Alaska Seafood Pavilion and supporting the 22 Alaska seafood companies that co-exhibited in 2025, both before and throughout the event, ASMI staff was responsible for managing six seafood and five dry goods shipments, setting up and maintaining the Alaska seafood display cases in the Center of Operations, collecting trade leads, distributing informational materials, and facilitating Alaska seafood industry participation.



ASMI staff also organized another successful edition of [“Semana Salvaje – Barcelona Restaurant Week”](#) from May 3-10, hosted a regional press and trade partner dinner to strengthen ties with the media, industry, to foster further knowledge of Alaska Seafood’s responsible fisheries and superior quality, and managed several dedicated meeting facilities available to the Alaska Seafood industry at large.



- The Alaska Seafood Pavilion will offer meeting spaces open to all industry members on a first-come-first-served basis\*:

a common area for informal meetups (stand 5C401, downstairs)

a small, private conference room (stand 5B201, downstairs)\*

a large, semi-private conference room (stand 5C401, upstairs)\*

two semi-private meeting lounges (stand 5C401, upstairs)

\*Sign-up required. Please add your company’s name to the Meeting Space Sign Up Form on the desired times/dates.

# Schedule

---

## May 1-3: Inbound travel

### Sunday, May 4: Seafood and Dry Goods Inventory

ASMI staff members Megan Belair and Susana Osorio visited the show venue on the morning of Sunday, May 4 to conduct an inventory of the seafood and dry goods shipments managed and sponsored by ASMI, belonging to co-exhibiting companies and ASMI. Staff visited the cold storage of importer and freight handler RESA, Diversified's (show organizer) recommended vendor, and conducted an inventory of the five seafood for display and one seafood for consumption shipments to ensure their availability for the following day, in which set-up would take place. Staff also verified that the consolidated dry goods shipment containing printed materials for five co-exhibitors, including ASMI, had arrived at the venue and were scheduled for delivery on set-up day.

### Monday, May 5: Day 0/Set-up Day

ASMI staff and Overseas Marketing Representatives (OMRs) set up the Alaska Seafood Pavilion Center of Operations and assisted co-exhibitors in setting up their booths/company tables, including their seafood and display cases.

ASMI staff and OMRs shared a group lunch followed by a Certified Seafood International (CSI, formerly RFM) training session, and a mini strategy session.

ASMI staff, OMRs, local and regional press, Alaska seafood industry partners from all European marketing regions and from Latin America, as well as U.S. government officials attended the press dinner and *Semana Salvaje* - Barcelona Restaurant Week launch event hosted by ASMI at Restaurant 1881 per Sagardi.

### Tuesday, May 6: Day 1 of Trade Show

First day of trade show, business meetings at co-exhibitors' booths and at Pavilion meeting lounges located on the second level of ASMI'S Center of Operations, stand 5C401, and on the ground floor of stand 5B201, Alaska Seafood Reception for industry contacts.

### Wednesday, May 7: Day 2 of Trade Show

Second day of trade show, business meetings at co-exhibitors' booths and at Pavilion meeting lounges located on the second level of ASMI'S Center of Operations, stand 5C401, and on the ground floor of stand 5B201.

**May 8: Day 3 of Trade Show**

Third and last day of trade show, business meetings at co-exhibitors' booths and at Pavilion meeting lounges located on the second level of ASMI'S Center of Operations, stand 5C401, and on the ground floor of stand 5B201, co-exhibitor surveys conducted by ASMI staff using USDA template. Alaska Seafood Pavilion and co-exhibitor booth close out (dismantling, storage of left-over materials, team debriefing).

**May 9: Outbound travel**

## Summary

Alaska Seafood had a strong presence at SEG 2025 with the participation of 22 companies, including primary processors, exporters, distributors, and marketing associations, among other companies who conducted business and welcomed their contacts at the Alaska Seafood Pavilion:

Certified Seafood International (CSI) –5A201  
BBRSDA –5A201  
Wild Alaska Salmon –5A201  
Bristol Wave Seafoods – 5B201  
Pacific Seafood –5B301  
Icy Strait Seafoods–5B301  
EC Phillips & Son – 5B301  
Canfisco Group – 5C401  
O'Hara Corporation –5C401  
OBI Seafoods –5C401  
Dana F. Besecker Company –5C401  
Coastal Alaska Premier Seafoods – 5C401

GAPP – 5A201  
Alaskan Leader Seafoods – stand 5A201  
Northline Seafoods –5B201  
Kaigo WILD SEAFOOD – 5B201  
Trident Seafoods – 5B301  
American Seafoods–5B301  
ASMI –5C401  
Silver Bay Seafoods –5C401  
Glacier Fish Company –5C401  
Arctic Storm Mngt Group – 5C401  
SPC – 5C401

**CO-EXHIBITORS**

**5C 401 | Ground Level**  
**O'Hara Corporation**  
Alaska pollock, cod, Arrowtooth flounder, Atka mackerel, POP, plaice, rockfish, sablefish, sole

**Glacier Fish Company**  
Alaska pollock, sole, plaice, Arrowtooth flounder, POP, Atka mackerel, Pacific cod, rockfish

**5C 401 | Second Level**  
**Arctic Storm Management Group**  
Alaska pollock

**Dana F. Besecker Company**  
Dungeness, king, & snow crab, halibut, lingcod, rockfish, sablefish

**Coastal Alaska Premier Seafoods**  
Alaska pollock

**Seafood Producers Cooperative**  
halibut, sablefish, lingcod, salmon, salmon roe

**5A 201 & 5B 201 | Ground Floor**

**Genuine Alaska Pollock Producers (GAPP)**  
Alaska pollock, surimi, pollock roe

**Alaskan Leader**  
Pacific cod, sablefish, value-added seafood

**Bristol Bay Regional Seafood Development Association (BBRSDA)**  
Bristol Bay sockeye salmon

**Certified Seafood International (CSI)**  
International certification body

**Northline Seafoods**  
Bristol Bay sockeye salmon

**ALASKA SEAFOOD PAVILION FLOOR PLAN HALL 5**

| 5C 401   | 5B 301         | 5A 201           | WILD SALMON       |
|--|----------------|------------------|-------------------|
| SILVER BAY SEAFOODS & OBI SEAFOODS                                     | MEETING LOUNGE | TRIDENT SEAFOODS | PACIFIC SEAFOOD   |
| GLACIER FISH CO.   | CANFISCO GROUP | ICY STRAIT       | AMERICAN SEAFOODS |
| ASMI   | O'HARA CORP    | EC PHILLIPS      |                   |
| <b>COMPANY TABLES:</b>   |                |                  |                   |
| 1. ALASKAN LEADER<br>2. GAPP<br>3. BBRSDA<br>4. CSI<br>5. MEETING ROOM |                |                  |                   |
| 5B 201   |                |                  |                   |
| 5  |                |                  |                   |

**ALASKA SEAFOOD**  
Wild, Natural & Sustainable®  
SEAFOOD EXPO GLOBAL 2025  
ALASKA SEAFOOD PAVILION

  
ALASKASEAFOOD.ORG

The Pavilion featured a full kitchen for catering, refreshments, and lunch service. ASMI provided a central foyer with seating space for informal meetings, several formal meeting spaces used by Alaska seafood companies and other U.S. entities for scheduled meetings, 14 company booths -including ASMI's central booth- ranging from mini to single, double, and 8 company tables. Alaska seafood samples and refreshments were distributed to visitors and co-exhibitors during the three day event and were very well received. Lunches featuring Alaska pollock, sockeye salmon and sablefish (also known as black cod or *gindara*) were also prepared and served to co-exhibitors and pavilion staff.



**LUNCH SPECIAL  
PLATO DEL DÍA**  
STAFF ONLY - SOLO STAFF

**Tuesday, May 6th - Martes 6 de mayo**  
Alaska Pollock Madras curry with basmati rice   
Abadejo de Alaska al curry de Madrás con arroz basmati

**Wednesday, May 7th - Miércoles 7 de mayo**  
Egg tagliatelle with dill cream sauce and poached wild Alaska sockeye salmon   
Tagliatelle al huevo con crema de eneldo y salmón rojo salvaje de Alaska poché

**Thursday, May 8th - Jueves 8 de mayo**  
Gindara with fideuá and chlorella alioli   
Gindara con fideuá y ali-oli de algas chlorella

## May 5: Day 0/Set-up Day:

ASMI staff and Overseas Marketing Representatives (OMRs) set up the Alaska Seafood Pavilion Center of Operations and assisted co-exhibitors in setting up their booths/company tables, including their seafood and display cases (corrections and changes to co-exhibiting spaces with builders and designers, review common areas, review and set-up printed and digital materials, claim, refresh and set up seafood, deliver seafood for tastings (pink salmon portions for Pavilion kitchen, and assist co-exhibiting companies in retrieving their seafood shipments). Staff then hosted a group lunch for staff and OMRs followed by a Certified Seafood International (CSI, formerly RFM) training, led by Sustainability Contractor Tricia Sanguinetti, and a mini strategy session led by International Marketing Director Nicole Alba.

On set-up day, ASMI also hosted an inaugural Alaska seafood dinner at Restaurant 1881 per Sagardi to celebrate Alaska Seafood's participation in SEG 2025 and launch the fourth edition of *Salvaje Salvaje* Restaurant Week in Barcelona. Guests included local and regional press, Alaska seafood industry partners from all European marketing regions (Northern, Western, Central, Southern and Eastern) and from Latin America, ASMI staff and OMRs and government officials, including U.S. Consul General to Spain and Andorra Lia Miller, USDA Foreign Agricultural Service (FAS) Agricultural Attaché for Spain and Portugal Karisha Kuypers, and National Oceanic and Atmospheric Administration (NOAA) Fisheries Representative to the EU Stéphane Vrignaud. ASMI highlights the continued engagement and support received from the local and regional offices of the U.S. government in Spain, Portugal and the wider European region.



### **May 6: Day 1 of Trade Show:**

On the first day of the show, numerous meetings and visits were conducted all around the Pavilion. To close a successful first day, ASMI hosted its traditional Alaska Seafood Reception to encourage the industry to make new contacts and network. The formal meeting spaces made available by ASMI in stand 5C401 and 5B201 were put to good use by the Alaska seafood industry and their contacts.



### **May 7: Day 2 of Trade Show:**

On the second day of the trade show, numerous meetings and visits were conducted all around the Pavilion. The formal meeting spaces made available by ASMI in stand 5C401 and 5B201 were appreciated by Alaska seafood industry members who remarked how beneficial they were to conducting business.



### **May 8: Day 3 of Trade Show:**

On the third and last day of the trade show, the Alaska Seafood Pavilion remained equally busy as in previous days. ASMI staff conducted co-exhibitor surveys during the morning using USDA's template. An hour prior to show closure, they also assisted with the Pavilion and co-exhibitor booth close-out, starting with dismantling, storing leftover materials, and debriefing with team members.



Throughout the show, ASMI's Center of Operations in stand 5C401 was a meeting place for numerous industry groups and a nuclear space to interact with visitors and take trade leads. Approximately 29 trade leads were collected, and many other inquiries were directed by ASMI staff to the 22 co-exhibiting companies in attendance. Despite the permeating uncertainty that has dominated the last few months in the global trade stage, attendance was noticeably high during the event. As always, the full display of Alaska seafood located in the Center of Operations was the perfect excuse for visitors to approach the Pavilion and engage with staff. The display included whole specimens of all five Alaska salmon species, golden king crab, Baird snow crab, Dungeness crab, Pacific cod, sablefish, Alaska pollock, Pacific Ocean Perch, Atka mackerel, yellowfin sole, Alaska plaice, and rock sole. It also featured Pacific cod fillets, salmon roe, salmon fillets, Alaska pollock fillets.



## **Conclusions and Recommendations**

According to show organizers, the 31st edition of Seafood Expo Global, which took place at Fira de Barcelona on May 6-8, welcomed 2,187 exhibiting companies from 87 countries and over 35,000 buyers and suppliers from the global seafood industry.

ASMI staff conducted surveys with 21 of the 22 co-exhibiting companies on the third day of the show or in the weeks following, using the USDA template. Results indicate high satisfaction with the event, with ASMI's role as a partner and facilitator, and with the potential business results achieved. Total trade show results amount to 953 meetings conducted, 362 serious contacts met, **\$61.2 million in on-site sales**, and **\$663 million in 12-month projected sales**.

Co-exhibiting companies expressed their appreciation for ASMI staff's attentiveness, professionalism, organization, proactive communication, and all services provided. Consequently, ASMI reiterates the importance for the Alaska seafood industry of continuing to participate and exhibit at Seafood Expo Global, one of our organization's most important and valuable contributions in the eyes of our stakeholders. Said participation is made possible by the continued support of the USDA's Foreign Agricultural Service, the MAP and RAPP funding programs, and our industry's matching contributions.

In 2025, at least two Alaska seafood companies new to the export market or considering exporting their products attended the show for the first time thanks to guest passes facilitated by ASMI and general support and information provided by its staff. Finally, ASMI recognizes and highlights the importance of USDA's continued support through the coordination of a USA pavilion, advertisement and website sponsorship, co-exhibitor databases and buyer/seller meeting coordination.

### **U.S. industry members and/or companies using/visiting the ASMI booth:**

Mark Fina, Interim Chairman, Certified Seafood Collaborative (CSC)

Jeff Regnart, Program Manager, Responsible Fisheries Management (RFM) Certification Program

Julie Decker, Pacific Seafood Processors Association (PSPA)

Pat Shanahan, Wild Alaska Sole Association (WASA)

Stephane Vrignaud, NOAA Fisheries Representatives, U.S. Mission to the European Union

## THAIFEX-Anuga Asia 2025 Activity Report



Tim Welsh, Sarina Welsh, and Surisa Techawiratchon of ASMI SE Asia with Kelly Stange, Agricultural Attaché, FAS Bangkok, and Allen Kimball, ASMI Chairman of the Board

|                         |   |
|-------------------------|---|
| <b>Activity Code(s)</b> | SEAH5 Foodservice Trade Shows/Chef Events – JJ17 THAIFEX – ANUGA ASIA   |
| <b>Cooperator(s)</b>    | Alaska Seafood Marketing Institute  |
| <b>Dates</b>            | May 26 - 31, 2025   |
| <b>Location</b>         | Bangkok, Thailand   |
| <b>Accommodation</b>    | Four Points by Sheraton, Sukhumvit 15   |
| <b>Traveler(s)</b>      | Allen Kimball, ASMI Board Member<br>Tim Welsh, ASMI SE Asia Representative<br>Sarina Welsh, ASMI SE Asia Representative<br>Surisa Techawiratchon, ASMI SE Asia Representative<br>Jostein Rortveit, American Seafoods Japan<br>Shusuke Yatera, American Seafoods Japan<br>Han Sol Kim, Trident Seafoods Japan<br>Yoshihiro Nakadai, Trident Seafoods Japan<br>Brian Hodgen, Trident Seafoods Corporation<br>James Chiang, Trident Seafoods Corporation |

**Summary** ASMI SE Asia joined THAIFEX-Anuga Asia 2025 to highlight Alaska seafood and connect with existing and potential importers, food manufacturers, and buyers. The event also provided an opportunity to collaborate with ASMI industry members and local importers who joined ASMI SE Asia at the booth.

## Schedule

| Date         | Time                     | Activities   |
|--------------|--------------------------|--|
| May 26, 2025 | All day                  | Booth set up day   |
| May 27, 2025 | All day<br>11:00 – 12:00 | THAIFEX-Anuga Asia 2025 Day 1<br>USA Pavilion Opening Ceremony   |
| May 28, 2025 | All day<br>11:00 – 12:00 | THAIFEX-Anuga Asia 2025 Day 2<br>Allen's "The Future of Seafood Trade: Global Trends and Market Dynamics" panel discussion |
| May 29, 2025 | All day                  | THAIFEX-Anuga Asia 2025 Day 3  |
| May 30, 2025 | All day                  | THAIFEX-Anuga Asia 2025 Day 4  |
| May 31, 2025 | All day                  | THAIFEX-Anuga Asia 2025 Day 5 (Consumer Day)   |

## Summary

THAIFEX – Anuga Asia is a leading food and beverage trade show in Asia, showcasing global trends and innovations. THAIFEX – Anuga Asia 2025 brought together 3,231 exhibitors from 57 countries and regions, attracting an impressive 88,349 trade visitors from 143 countries over five days. The event hosted 2,117 buyers from 47 countries, creating strong opportunities for international business connections across 130,000 square meters of exhibition space filled with innovation, trends, and breakthrough products.

ASMI participated with a 36-square-meter booth in the seafood section of Hall 3, maintaining the same location as last year with its strategic and high-traffic position. The 2025 edition of THAIFEX–Anuga Asia attracted 3,231 exhibitors, representing a 3% increase from 2024, and welcomed 88,349 visitors, marking a 2.9% growth compared to the previous year.

This year, Allen Kimball, ASMI Board Member, joined ASMI SE Asia at the booth along with Jostein Rortveit and Shusuke Yatera of American Seafoods, Brian Hodgen and James Chiang of Trident Seafoods Corporation, Han Sol Kim and Yoshihiro Nakadai of Trident Seafoods Japan, as well as two Thai importers, Bangkok Seafood and Allaz. Together, they engaged with current and potential customers, answering questions and providing insights about Alaska seafood.

The presence of U.S. suppliers and Thai importers at the booth played a key role in making the show a success. They reported estimated sales of \$253,626 during the event and projected an additional \$883,990 in sales over the next 12 months. ASMI also collected 25 trade leads and 4 contacts, which will be provided in a separate file and shared with all industry members.



On May 28, Allen Kimball participated as a panel speaker in a session titled "The Future of Seafood Trade: Global Trends and Market Dynamics." This session explored the evolving landscape of global seafood trade, focusing on key trends, such as climate impacts, the rise of aquaculture, growing sustainability demands, and the development of emerging markets. The panel discussed recent changes in trade policy, innovations in supply chains, and the adoption of digital tools aimed at improving transparency and efficiency. Attendees gained insights into navigating current challenges and capitalizing on new opportunities in a rapidly changing global market.



To attract visitors and highlight the versatility and health benefits of Alaska seafood, ASMI SE Asia collaborated with a Thai chef to prepare a variety of sample dishes. More than 1,500 tasting portions were served throughout the show. Below was the dishes served throughout the show:

- Surimi Mentaiko Sandwich
- Thai-Style Grilled Alaska Chum Salmon on Crispy Wonton Wrappers
- Steamed Alaska Pollock with Aromatic Soy Sauce
- Miso-Marinated Grilled Alaska Black Cod
- Fried Alaska Yellowfin Sole with Thai Fish Sauce over Rice
- Mentaiko Fried Rice





After the show, high-quality photos and recipe videos of the dishes served will be produced for sharing on NetX, ASMI's media library, and for featuring on ASMI SE Asia's social media channels and website.



Below are some of ASMI's SE Asia contacts who exhibited or visited the show.



L: Surisa and Sarina (ASMI SE Asia) with Malcolm Ong, CEO of The Fish Farmer, Singapore



R: Tim and Sarina (ASMI SE Asia), Allen (ASMI Board Member) with Fern, Sales Manager of Bangkok Seafood



L: Tim and Sarina (ASMI SE Asia), Allen (ASMI Board Member) with Sachiko Jinnouchi, Managing Director of Kanefuku Thailand



R: Chef Elvin Chew (Culinary Retreat 2023 participant), Chef Thiti Hempattarakanok, Assistant Chef and Sarina (ASMI SE Asia)

THAIFEX-Anuga Asia continues to demonstrate strong year-over-year growth, with increasing numbers of new exhibitors and trade visitors, particularly those seeking healthy and sustainable food options. At ASMI's booth, many visitors were familiar with Alaska salmon, though most did not know the specific species. Trade visitors frequently inquired about Coho salmon, but were highly impressed by the vibrant color and firm texture of Sockeye salmon. Some visitors also recognized Alaska black cod and pollock, and were very pleased with the taste after sampling the prepared dishes.

King crab remained one of the most well-known products among visitors, while interest in Dungeness crab and snow crab noticeably increased this year. However, there is still limited awareness of the full range of Alaska seafood species, and some visitors were unfamiliar with the

concept of wild-caught fish. This highlights the continued need for education and promotion around the variety, quality, and sustainability of Alaska seafood.

For next year, ASMI SE Asia plans to stay in the same booth space with a slightly larger booth to make room for more Alaska seafood suppliers. Having Alaska seafood suppliers and importers present at the booth is a priority, as they can engage directly with interested buyers, provide general pricing and shipping details, and help drive on-the-spot sales during the event.



L: Tim and Sarina (ASMI SE Asia), Allen (ASMI Board Member) with Christian Chramar, CEO of the Norwegian Seafood Council



R: Tim and Sarina (ASMI SE Asia), Allen (ASMI Board Member) with Kelly Stange, Agricultural Counselor of FAS Bangkok



L: Tim and Sarina (ASMI SE Asia), Allen (ASMI Board Member) with new Certified Seafood International Alaska logo



R: Yoshihiro Nakadai (Trident Seafoods Japan) with Maria Rakhovskaya, Agricultural Attaché of FAS Bangkok

# ASMI International Culinary Retreat Trip Report 2025

|                      |  |
|----------------------|--|
| <b>Activities:</b>   | International Culinary Retreat   |
| <b>Cooperator:</b>   | Alaska Seafood Marketing Institute   |
| <b>Dates:</b>        | June 17-22, 2025   |
| <b>Location:</b>     | Anchorage, Alaska and Wilderness Place Lodge, South Central Alaska   |
| <b>ASMI Staff:</b>   | Nicole Alba, International Program Director<br>Megan Belair, International Program Coordinator<br>Hannah Schllostein, International Program Manager<br>Susana Osorio Cardona, International Program Coordinator<br>Ksenia Gorovia, ASMI OMR, EEU<br>Joyce Zeng, ASMI OMR, China<br>Chizuko Mitsuhashi, ASMI OMR, Japan   |
| <b>Participants:</b> | Christian Blos (Germany) – chef and culinary content creator.<br>Rolands Kiršteins (Latvia) – Corporate Chef, Reaton Food.<br>Jacqueline Qiu (China) – Director of F&B Operations, Hilton Greater China.<br>Jordi Esteve (Spain) – Michelin-starred chef, Restaurante Nectari.<br>Luke French (UK) – Chef-owner, JÖRO Restaurant.<br>Daniel Chang (Peru) – culinary instructor and Nikkei chef.<br>Daniel Riveros (Colombia) – chef, educator, and TV personality.<br>Kazuhiro Fukumoto (Japan) – food and lifestyle photographer.<br>Dwarika Bhatt (UAE) – Executive Chef, Zero Gravity Dubai.<br>Chandra Yudasswara (Indonesia) – TV host and restaurateur.<br>Marco Cervetti (Ukraine) – Corporate Brand Chef, Fozzy Group.<br>Keiko Kamishita (Japan) – Editor-in-Chief, Takarajimasha Publishing. |

## Summary

ASMI hosted its 2025 International Culinary Retreat from June 17–22 in Southcentral Alaska, welcoming a select group of renowned international chefs and culinary influencers representing key global markets. The retreat was designed to provide an immersive, hands-on education in Alaska's wild, natural, and sustainable seafood, connecting global culinary leaders directly with the source.

Participants experienced a mix of culinary workshops, cultural activities, and outdoor excursions, offering a holistic understanding of Alaska's seafood industry, environment, and people.

# Travel Itinerary

---

## ***June 17 – Arrival in Anchorage***

Participants arrived independently and checked into the Hotel Captain Cook. A welcome gathering was held providing an informal opportunity to meet ASMI staff and fellow attendees.

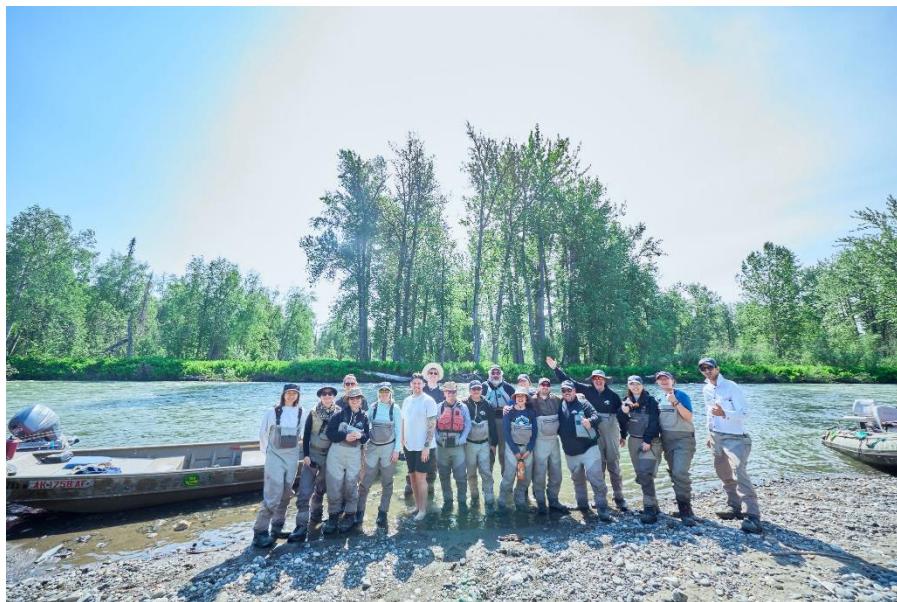


## ***June 18 – Seafood & Cultural Orientation***

The day began with a welcome breakfast and introduction to Alaska seafood by ASMI staff, followed by a guided tour of FAVCO, one of Anchorage's leading seafood processors. Participants enjoyed lunch at Moose's Tooth and spent the afternoon at the Alaska Native Heritage Center, where they experienced traditional dance and games, deepening their understanding of Alaska's cultural heritage. Dinner was hosted at the Crow's Nest, highlighting premium Alaska seafood preparations.

## ***June 19 – Transfer to Wilderness Place Lodge***

After breakfast and hotel checkout, participants traveled by floatplane to Wilderness Place Lodge, a remote fishing lodge accessible only by air. Upon arrival, guests were introduced to the lodge facilities and participated in discussions led by ASMI staff on Alaska's fisheries management, sustainability, and shellfish sector. The evening concluded with an Alaska crab feast, emphasizing the quality and variety of Alaska shellfish.



### ***June 20 – Alaska Whitefish Focus***

Guests participated in a guided river fishing excursion followed by a shore lunch featuring Alaska rockfish. Afternoon programming featured an Alaska whitefish informational session and hands-on cooking activity including a sablefish filet demonstration and miso marinating activity led by chef Luke French. The guest chefs prepared dinner that featured dishes using Alaska whitefish species that highlighted their regional cuisine. Species featured were Alaska pollock, Pacific cod, and sablefish.



### ***June 21 – Alaska Salmon Focus & Closing Dinner***

The day centered around Alaska's iconic salmon species. Chefs observed filleting demonstrations from lodge chefs, participated in a salmon tasting featuring all five Alaska species, and prepared collaborative salmon dishes for the closing dinner. This interactive format fostered creativity, cultural exchange, and deeper appreciation for Alaska's wild salmon.



### ***June 22 – Departure***

After breakfast and a group debrief, participants shared reflections on their experiences and ideas for future collaboration. Guests departed by floatplane to Anchorage and continued to their next destinations.

## Outcomes and Impacts

---

- Enhanced international advocacy: Participants expressed strong enthusiasm for integrating Alaska seafood into menus, media content, and educational materials in their home markets.
- Content generation: Several attendees documented the experience for digital and print publication, creating future visibility for Alaska seafood among consumer and professional audiences.
- Relationship building: The retreat fostered enduring connections between ASMI staff and global culinary leaders, strengthening ASMI's international network.
- Educational impact: Chefs left with a deeper understanding of Alaska's commitment to sustainable, science-based fisheries management—key messaging that will translate into future storytelling and promotion.

## Participant Feedback

---

"Honestly, I've been on a lot of trips that went in a similar direction, but this one was just perfectly organized. It was the ideal balance between free time — which is super important, so people can relax, reflect on the content they've created, maybe even plan how to post it — and enough activities to actually experience things worth sharing, but also just genuinely enjoyable moments for yourself. It was all put together with so much care, and the mix of activities and downtime was absolutely spot on."

"The most important thing for me was seeing how other chefs work with different techniques and discovering all the possibilities that exist in the kitchen. The workshops were truly incredible for me. So many amazing chefs, and the different approaches to working with various types of salmon — learning about their unique characteristics and how to cook with them best — that was just awesome."

"For me it would be Alaska's commitment to sustainable fisheries management is vital for maintaining healthy fish populations and ecosystems. This responsible approach ensures that Alaska seafood remains a reliable, high-quality, and environmentally friendly resource that benefits local communities, ecosystems, and consumers worldwide. It highlights the importance of ongoing conservation efforts and adaptive management in facing challenges like climate change. Apart from this setting up ASMI to spread the knowledge worldwide."

## TRIP REPORT



**Traveler Name:** Vanessa Pamio

**Location:** Seattle, Washington and Ketchikan, Alaska

**Dates:** June 23<sup>rd</sup> – June 27<sup>th</sup>, 2025

### **Purpose:**

The 2025 Salmon Buyers Mission LATAM aimed to strengthen trade relations and expand the presence of Wild Alaska Seafood in Latin America by bringing together buyers from six companies across Brazil, Panama, Chile, Mexico, and Peru for an immersive visit to Seattle and Alaska. The program featured targeted business meetings with Alaska Seafood suppliers, as well as hands-on experiences that offered participants a deeper understanding of Alaska's environment and the unique qualities and benefits of its wild-caught seafood.

### **Expected results/reason for travel:**

Two new importers of Alaska Seafood in Latin America

Educate and raise awareness on Alaska Seafood wild, natural and sustainable characteristics

### **Contacts from travel:**

41 meetings between Latin America buyers and Alaska Seafood exporters.

### **Travel description:**

The Salmon Buyers Mission LATAM brought together 8 seafood buyers from Panama, Chile, Brazil, Peru, and Mexico for an immersive trip to Seattle and Ketchikan, Alaska, designed to strengthen trade relationships and promote Wild Alaska Seafood across Latin America. In Seattle, the delegation participated in a comprehensive itinerary that included 41 meetings with Alaska Seafood exporters, providing valuable opportunities to explore product offerings and negotiate potential partnerships. The mission also featured a breakfast briefing on "Alaska Seafood & Parasites," led by John Burrows, ASMI's Technical Director, alongside a retail tour of Pike Place Market. Both in Seattle and Alaska, group dinners and lunches showcased Wild Alaska Seafood.

Upon arrival in Alaska, the buyers engaged in hands-on experiences including fishing, visits to oyster farms, tastings of local seafood, and a culinary experience that demonstrated Alaska Seafood excellence. Feedback collected through evaluation forms revealed strong satisfaction, with 100% of respondents rating the mission and ASMI's team as excellent. Moreover, 75% of participants indicated an expectation to pursue business opportunities following the mission, signaling promising growth for Alaska Seafood in Latin America.

### **Itinerary:**

MONDAY, June 23<sup>rd</sup>, 2025:

Arrival

TUESDAY, June 24<sup>th</sup>, 2025:

- Virtual welcome remarks & Alaska Seafood 101 by Nicole Alba, ASMI International Marketing Director
- Alaska Seafood & Parasites virtual briefing with John Burrows, ASMI Technical Director
- Group Breakfast
- Retail Tour to Pike Place Market
- Group Lunch at Duke's Seafood
- One-on-one business meetings with Alaska Seafood exporters
- Group dinner at Anthony's - Pier 66 Seattle

WEDNESDAY, June 25<sup>th</sup>, 2025:

- Depart from Seattle, Washington and arrival in Ketchikan, Alaska
- Group Lunch at The Cape Fox hotel
- Tour of EC Phillips & Son processing plant
- Group dinner at the Alaska Fish House

THURSDAY, June 26<sup>th</sup>, 2025:

- Charter Boat trip and Halibut fishing with Captain Mike Mickelson
- Oyster and Kelp Farm tour
- Dinner at Bush Pilot's Lounge

FRIDAY, June 27<sup>th</sup>, 2025:

- Group Breakfast
- Tour of Alaska General Seafoods processing plant
- Local Table Culinary Experience
- Tasting at Fishes and Dishes Foodtruck
- Departure to Seattle
- Arrival in Seattle Airport Hotel
- Group Dinner

SATURDAY, June 28<sup>th</sup>, 2025:

- Departure to home countries



# URK SEAFOOD

## TRIP REPORT

### **ASMI Representatives:**

Megan Belair  
Alexa Tonkovich

**Trip Name:** Urk Seafood Mission to Seattle and Kodiak

**Date and duration:** June 28 – July 4, 2025

**Destinations travelled to:** Seattle, WA & Kodiak, AK

**Purpose of meeting:** To expand trade and increase sales between Alaska seafood exporters and seafood processors in Urk, The Netherlands.

Urk is a seafood processing capital of Europe. Historically a fishing community, quotas in the North Atlantic have been reduced and the processors of Urk now rely on seafood imports to fill processing capacity.

During the Seattle portion of the trip, ASMI will introduce more than a dozen Alaska seafood suppliers to Urk processors. The group will then travel to Alaska to see where and how the fish is harvested and processed, as well as to learn more about the differentiating attributes of wild, natural, sustainable Alaska seafood.

### **Schedule & People Met:**

#### **Alaska Seafood Companies**

Trident Seafoods  
American Seafoods  
Sogda  
Wild Alaska Sole Association (WASA)  
Genuine Alaska Pollock Producers (GAPP)  
C.Star  
Fisherman's Finest  
U.S. Seafoods  
Bristol Wave  
North Star  
O'Hara  
Bristol Bay Regional Seafood Development Association (BBRSDA)  
Pacific Seafoods  
Alaska Pacific Seafoods  
Arctic Storm  
Coastal Villages  
Westward Seafoods  
Whitefish Trawlers Association

## Urk Seafood Participants

| Name             | Company/Organization |
|------------------|----------------------|
| Rein Brands      | Urk Seafood          |
| Cees Koffeman    | Neerlandia           |
| Richard Oost     | Spikker (cameraman)  |
| Jelle van Veen   | Dayseaday            |
| Hendrik van Veen | Dayseaday            |
| Gerrit van Veen  | Dayseaday            |
| Hans Mulderij    | Kramers Seafood      |
| Ammi Koffeman    | Korf Vis             |
| Jan Korf         | Korf Vis             |

### Saturday, June 28<sup>th</sup>

Travelers arrive from Europe to Seattle.

### Sunday, June 29<sup>th</sup>

ASMI Contractor meets with Rein Brands, manager of Urk Seafoods to discuss the days' events. Travelers visit local sights in Seattle.

### Monday, June 30<sup>th</sup>

The delegation from Urk attended a welcome breakfast and briefing by Alexa Tonkovich, ASMI NEU. ASMI Sustainability contractor Tricia Sanguinetti provided an overview and update on Certified Seafood International (CSI), a global seafood certification program.

Representatives from four Urk processing companies participated in two rounds of one-on-one business meetings with more than 10 Alaska seafood suppliers, representing both large corporations and SMEs, and all major commercial species. Alaska seafood trade organizations were represented with the Bristol Bay Regional Seafood Development Association (BBRSDA) and the Wild Alaska Sole Association (WASA). Buyers made strong connections and will follow up after the mission.

Following a busy morning of one-on-ones, the Urk delegation was hosted by the Genuine Alaska Pollock Producers (GAPP) for a seafood lunch at Anthony's Pier 66. GAPP members Westward, Arctic Storm, and Coastal Villages were in attendance to share insights into the Alaska pollock industry.

The delegation ended the day with retail store checks to Fred Meyer's and PCC in Ballard and then attended a Seattle Mariners game where they enjoyed Wild Alaska pollock tacos at Edgar's Cantina.

### Tuesday, July 1<sup>st</sup>

The delegation travelled from Seattle to Kodiak, Alaska.

In the evening, ASMI held a welcome dinner, inviting government and industry representatives local to Kodiak including Alaska Senator Gary Stevens and ASMI Board Member Chris Sannito and ASMI Whitefish Committee member Rebecca Skinner. The Urk delegation shared a video welcome message from the Urk city government.

### Wednesday, July 2<sup>nd</sup>

The delegation from Urk toured two different types of processing facilities – a small, custom processor, Kodiak Island Wild Source, led by ASMI Board member Chris Sannito, and a larger, more automated processing facility, Pacific Seafoods, tour led by Jed Skidmore, General Manager.

Visiting the docks, the Urk delegation viewed a variety of vessels, discussing challenges and intricacies of the fleet, led by Rebecca Skinner, Executive Director of the Alaska Whitefish Trawler Association.

The team made a visit to the Alaska Department of Fish and Game to learn about fisheries management in the state of Alaska and ended the day by viewing a sale of live king crab on the docks, hosted by ASMI committee member and Alaska fisherman Julianne Curry.

#### **Thursday, July 3<sup>rd</sup>**

On their final day in Kodiak, the Urk delegation experienced Alaska fishing firsthand with an excursion led by Kodiak Marine Charters. The group enjoyed catching Alaska Pacific cod and sole and learned more about the area's marine wildlife.

Following the fishing trip, the delegation visited Alaska Pacific's processing facility where they received a tour from Clayton Hevly, Assistant Plant Manager, and saw processing of wild sockeye salmon for the U.S. domestic market.

During the trip, a videographer from a Dutch media company captured the delegation's activities and interviewed ASMI staff, Urk seafood processors, and Kodiak government and industry officials. The finished product will be used by ASMI and Urk Seafoods to increase awareness of this growing partnership.

#### **Friday, July 4<sup>th</sup>**

Delegation departs Kodiak and returns to the Netherlands.

#### **Outcomes**

- Four of the largest seafood processors in Urk visited Washington and Alaska meeting with 18 Alaska seafood companies and associations.
- Delegation learned about Alaska seafood sustainability, regulatory structure, and certification thanks to discussions with CSI and ADF&G.
- Delegation learned about the opportunities and upward selling propositions for major Alaska commercial species, viewing harvesting and processing.
- A video will be produced following the delegation's visit to Seattle and Kodiak to spread awareness of the partnership in both Alaska and in the Netherlands.
- Discussions are under way for future collaboration including a possible reverse mission from Alaska to Urk and promotional opportunities to support Alaska seafood sales in the European market.



Seattle Business Meetings





Dock sales of King Crab, Kodiak



ADF&G, Kodiak



Pacific Seafoods Plant, Kodiak



ASMI & Urk Team Photo – Braving the weather in Kodiak to fish.

## Food & Hospitality Indonesia 2025 Activity Report



ASMI SEA representatives with ASMI booth assistants and visitors

|                         |  |
|-------------------------|--|
| <b>Activity Code(s)</b> | SEAT6 International Missions and Shows - JJ03 FHI 2025   |
| <b>Cooperator(s)</b>    | Alaska Seafood Marketing Institute (ASMI)  |
| <b>Dates</b>            | July 22 - 25, 2025   |
| <b>Location</b>         | Jakarta, Indonesia   |
| <b>Accommodation</b>    | Grand Orchardz Hotel Kemayoran   |
| <b>Traveler(s)</b>      | Surisa Techawiratchon, ASMI SEA Representative<br>Wanda Hazman, ASMI SEA Representative  |
| <b>Summary</b>          | ASMI SEA joined Food & Hospitality Indonesia 2025 to highlight Alaska seafood and connect with existing and potential importers, distributors, food services industries and buyers in Indonesia. The event also provided an opportunity to collaborate with local importers and processors who joined ASMI SEA at the booth. |

### Travel Itinerary

#### **Surisa Techawiratchon**

July 21, 2025: TG433, Bangkok – Jakarta, 08.00 – 11.35

July 26, 2025: TG434, Jakarta – Bangkok, 12.35 – 16.05

## Wanda Hazman

Wanda is based in Jakarta, Indonesia.

## Schedule

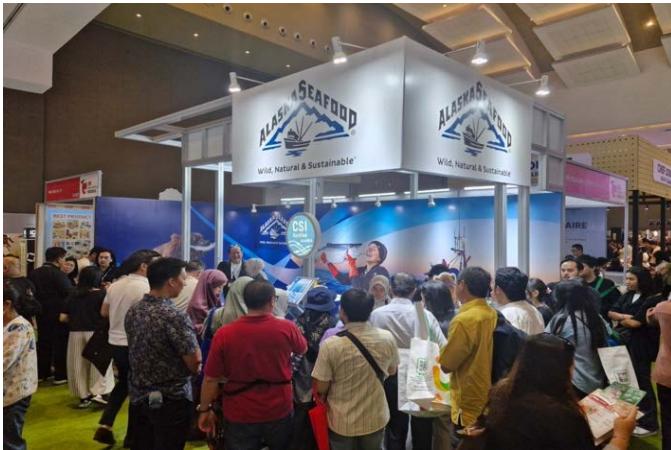
| Date          | Time    | Activities                                  |
|---------------|---------|---|
| July 21, 2025 | All day | Surisa arrives in Jakarta; Booth set up day |
| July 22, 2025 | All day | Food & Hospitality Indonesia 2025 Day 1     |
| Jul 23, 2025  | All day | Food & Hospitality Indonesia 2025 Day 2     |
| July 24, 2025 | All day | Food & Hospitality Indonesia 2025 Day 3     |
| July 25, 2025 | All day | Food & Hospitality Indonesia 2025 Day 4     |
| July 26, 2025 | All day | Surisa departs Jakarta to return to Bangkok |

## Summary

Food and Hospitality Indonesia (FHI) is a leading food and beverage trade show in Indonesia. This year marks the 19th edition of the exhibition, bringing together 776 companies and organizations from 35 countries and regions to exhibit. The event showcased the latest trends and innovations in the food, hospitality, and HORECA sectors. FHI 2025 was co-located with Hotelex Indonesia and Fine Food Indonesia, and also featured Retail Indonesia.

This was ASMI's first time exhibiting at the show. ASMI participated with an 18 sqm. booth in the F&B section of Hall C. The booth was strategically located in the same hall as FAS, alongside cooperators, such as USA Pulses and the U.S. Meat Export Federation. It was situated near high-traffic areas, such as the chef lounge and the salon culinaire competition area. This prime positioning ensured strong visibility and exposure to targeted visitors, particularly those from the HRI and retail sectors.

ASMI collected 10 trade leads and 10 contacts, which will be provided in a separate file and shared with all industry members. An Alaska seafood importer based in Indonesia who joined ASMI at the booth reported \$1,250 of sales generated at the show and \$24,000 of projected sales.



Alaska seafood products from Indonesian importers were displayed at the booth and were targeted at importers, processors, retail and food service managers. Varieties of sockeye salmon, chum salmon, coho salmon, black cod/sablefish, Alaska pollock, halibut, and ikura highlighted the strong presence and collaboration of importers, including PT Bumi Menara Internusa, PT AS Foods, PT Oceanica, PT Suri Tani Pemuka (Japfa), and PT Fresh On Time.

Brochures, QR codes, and cooler bags were given away for booth visitors to gather more information about Alaska seafood.



To attract visitors and highlight the versatility, textures, and health benefits of Alaska seafood, ASMI SEA collaborated with Chef Chandra Yudasswara, Culinary Retreat 2025 participant from Indonesia, to prepare a variety of sample dishes. More than 500 tasting portions were served throughout the show. Below were the dishes served throughout the show.

- Alaska Coho Salmon Gratin with Spinach Cream on Crisp Puff
- Alaska Coho Salmon Dabu-Dabu on Scalion Corn Cutlets
- Miso & Ginger Glazed Black Cod on Nori Rice
- Alaska Black Cod Fennel Cream and Pave Potato



Chef Chandra was a valuable brand ambassador and addition to the ASMI booth. Since he just returned from the Culinary Retreat in June, he was able to share personal stories of his experience in Alaska, learning about the different species of wild-caught salmon, whitefish, and shellfish and what makes Alaska seafood sustainable. ASMI SEA plans to continue working with him on other activities in Indonesia.



Although no suppliers from Alaska could participate in the booth, having local importers and distributors of Alaska seafood at the booth enhanced buyer engagement and provided real-time pricing, logistics information, and opportunities for immediate business transactions during the event.



L: Aris Utama, Director of PT Bumi Menara Internusa, with Novi Yuningsih, Marketing Specialist, and Lisa Arhamjian, Agricultural Counselor, of FAS Jakarta

M: Chef Chandra Yudasswara (Culinary Retreat 2025 participant) and Assistant Chef Syahdika Anwar

R: Wanda Hazman (ASMI SEA representative) with Anthony Aliwarga, Director of AS Foods

According to Alaska seafood importers and other exhibitors, Food & Hospitality Indonesia continues to demonstrate strong year-over-year growth, with an increasing number of new exhibitors and trade visitors, particularly those seeking healthy and sustainable food options.

However, there is still limited awareness of Alaska seafood species and the concept of wild-caught seafood. This initial exposure created opportunities to educate the market about the unique qualities and sustainability of Alaska seafood. Booth visitors had strong interest in learning more, particularly after observing the color and firm texture of the Alaska seafood on display. There was also notable demand for smoked salmon products. Visitors from the HRI sector were familiar with Alaska black cod/sablefish and salmon, and they responded positively after tasting the prepared dishes. This underscores the need for targeted education and promotion about the variety, premium quality, and sustainability of Alaska seafood in order to deepen market understanding and interest.

Several HRI sector representatives from eastern Indonesia, where many of the consumers are tourists and expats, expressed strong interest and inquired about distributors in that region. This highlights to current and potential distributors about opportunities for product availability in that region of the country.

## Vietfish 2025 Activity Report



ASMI SEA representatives with the U.S. suppliers, Chef Norbert Ehrbar, and his team

|                         |  |
|-------------------------|--|
| <b>Activity Code(s)</b> | SEAT6 International Missions and Shows - JJ06 Vietfish 2025<br>SEAT1 Trade Servicing/Events, JJ02 Trade Servicing - Vietfish 2025<br>Traveling Expenses  |
| <b>Cooperator(s)</b>    | Alaska Seafood Marketing Institute (ASMI)  |
| <b>Dates</b>            | August 19 - 22, 2025   |
| <b>Location</b>         | Ho Chi Minh City, Vietnam  |
| <b>Accommodation</b>    | Sheraton Saigon Grand Opera Hotel  |
| <b>Traveler(s)</b>      | Hataithip Veeraprechanon, ASMI SEA Representative<br>Surisa Techawiratchon, ASMI SEA Representative<br>Sasha Welsh, ASMI SEA Representative<br>Dang Phuong Thao, ASMI SEA Representative   |
| <b>Summary</b>          | ASMI SEA participated in Vietfish 2025, which was an excellent opportunity to promote Alaska seafood and engage with both current and prospective importers, processors, manufacturers, and buyers. The event also provided a valuable platform to collaborate with a local importer and U.S. supplier who joined ASMI SEA at the booth. |

## Travel Itinerary

---

**Hataithip Veeraprechanon, Surisa Techawiratchon, and Sasha Welsh**

August 19, 2025: FD654, DMK – SGN, 13.40 – 15.20

August 22, 2025: FD659, SGN – DMK, 21.35 – 23.15

### Dang Phuong Thao

Thao is based in Ho Chi Minh City (HCMC), Vietnam

## Schedule

---

| Date            | Time    | Activities  |
|-----------------|---------|---|
| August 19, 2025 | All day | Hataithip, Surisa, and Sasha arrive in HCMC, booth set up day                       |
| August 20, 2025 | All day | Vietfish 2025 Day 1   |
| August 21, 2025 | All day | Vietfish 2025 Day 2   |
| August 23, 2025 | All day | Vietfish 2025 Day 3<br>Hataithip, Surisa and Sasha depart HCMC to return to Bangkok |

## Summary

---

Vietfish 2025 was held August 20 - 22, 2025 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City. Marking its continued importance as one of Asia's premier seafood trade shows, the event featured 526 booths from 280 exhibitors representing 17 countries, spread across an exhibition area of approximately 14,000 sqm. Under the theme "Innovation - Sustainability," the exhibition highlighted the latest trends and advancements in the seafood industry. There were more than 12,000 visitors from local and international markets. ASMI SEA representatives noticed that there were more visitors from Japan, Dubai, and China this year.

ASMI has continued to exhibit at the annual show. In 2025, ASMI participated with a 24 sqm. booth located in Hall C. The booth's strategic location, with high visitor traffic, proved to be a prime spot. With its attractive design and vibrant colors, the ASMI booth successfully captured visitors' attention and made it easy for potential buyers to notice.

The presence of U.S. suppliers and a Vietnam importer at the booth played a key role in making the show a success. They reported estimated sales of \$62,000 during the event and projected an additional \$375,000 in sales over the next 12 months, along with the establishment of 10 meaningful business contacts. In addition, ASMI collected 17 trade leads and 30 contacts, which are provided in a separate file and shared with all of ASMI's industry members.

Trident Seafoods representatives, James Chiang and Takahiro Oshima, participated in the Vietfish booth and presented their value-added product lines. The portfolio included premium surimi made from Alaska pollock, as well as frozen ready-to-eat products derived from Alaska pollock and cod. These products generated considerable interest, particularly among medium- to high-end foodservice operators, retailers, and HRI suppliers. The presence of Trident Seafoods representatives provided valuable support and enhanced the visibility of U.S. seafood suppliers at the event.



ASMI SEA representatives with Travis Stahl, Agricultural Attaché, FAS HCMC, and Benjamin Henderson, Agricultural Attaché, FAS Hanoi (fourth and fifth from left).



Sasha Welsh, ASMI SEA representative, with Travis Stahl, Agricultural Attaché of FAS HCMC, and Agricultural Attaché Benjamin Henderson of FAS Hanoi

During the three-day event, visitors had the chance to sample four unique Alaska seafood dishes created and prepared by Chef Norbert Ehrbar of Nhat Nam Fine Foods and his team. The featured recipes included Alaska Sockeye Salmon Canh Chua, Alaska Pollock Surimi in Lot Leaves, Alaska Pacific Cod Balinese-Style Fish Satay, and Alaska Black Cod Gochujang. Additionally, Chef Norbert showcased one

product from Alaska Prime as part of the sample menu: Potato-Flake Breaded Alaska Pollock Sticks, which was developed in-house.



ASMI also distributed a variety of informational and promotional materials at Vietfish 2025. These included the Alaska Seafood Comprehensive Guide (English), the A - Z brochures (English and Vietnamese), and brochures/leaflets highlighting salmon, whitefish, and other Alaska seafood products. To further engage buyers and visitors, ASMI distributed Alaska Seafood cooler bags and shopping bags. Visitors who liked and followed Alaska Seafood's social media accounts (Facebook and Instagram), and shared photos of Alaska Seafood products or activities at the show on their personal accounts, received these bags as giveaways. This activity successfully boosted Alaska Seafood's social media presence, resulting in at least 300 new followers during the show period.



Two freezers showcased Alaska Seafood products, featuring whole fish and Alaska products in retail packaging.



Trident Seafoods and Alaska Prime representatives emphasized the importance of expanding international business networks, connecting with exhibitors, and gaining access to the latest market information, new products, and industry trends. Overall, the show was regarded not only as a platform to generate revenue, but also as a strategic space to strengthen relationships and stay updated on market developments.



Trident Seafoods, Alaska Prime, and ASMI SEA representatives

As part of the trip, ASMI SEA representatives visited two premium supermarkets, Annam Gourmet and Nam An Market. Alaska Seafood products were available on the shelves at both outlets.





## Trade Servicing

### Meetings with Importers and Re-processors

#### Rabat, Safi and Casablanca, Morocco

October 20, 2025

**Activities:** Pre-scheduled meetings with importers, re-processors and association of re-processors.

**Cooperator(s):** Alaska Seafood Marketing Institute. OMR – MENAWA.

**Dates:** September 21 – 25, 2025

**Location(s):** Rabat, Safi and Casablanca

**Accommodation:** Marriott Casablanca

**Traveler(s)** Manjusha Jambhekar, Overseas Marketing Representative, ASMI MENAWA

**Summary** The market visit to Morocco aimed to engage with seafood importers, processors, and the association of Seafood Processors as part of broader trade servicing efforts in the MENAWA region. Morocco has become a key potential market for processing and exporting Alaska seafood, supported by its strong seafood industry, strategic location, and favourable trade agreements. With recent declines in sardine harvests leaving nearly 50% spare processing capacity, Morocco presents a timely opportunity for reprocessing Alaska products. Moreover, following the 2025 reciprocal tariffs that increased costs for Chinese-processed seafood, Morocco's baseline 10% tariff gives it a clear advantage as an alternative export centre to the U.S. market. The OMR conducted one-on-one meetings and factory tours to confirm local interest and assess the capability for canning Alaska salmon. During each meeting, the OMR shared Alaska Seafood Comprehensive Guide and Buyers' guides for Salmon and Whitefish.

# Travel Itinerary

---

September 22 - Rabat, Morocco

---

**Location: Stellar International Headquarters, Rabat.**

**Present at the meeting were:**

1. Mr. Oussama Alaoui, Chairman & CEO. Stellar International Enterprises.
2. Mrs. Manjusha Jambhekar – ASMI MENAWA OMR.

On September 22, 2025, ASMI MENAWA OMR Manjusha reached the office of Stellar International in Rabat to meet with Oussama Alaoui, CEO and owner of the company. The meeting provided an excellent opportunity to learn more about Stellar International's diverse business operations and its strategic approach to creating synergies across multiple sectors, including events, food service, retail distribution, and online sales. The discussion offered valuable insights into the company's market presence, areas of growth, and potential avenues for collaboration in promoting Alaska seafood products within Morocco's evolving food service industry.

**Discussion Summary**

During the meeting, Mr. Oussama explained that import duties for products originating from the United States currently stand at zero percent, making U.S. seafood products highly competitive for importation. In contrast, products originating from the United Arab Emirates may be subject to duties ranging between ten and forty percent, depending on classification.

He further highlighted that Stellar International's food service activities are primarily concentrated in Marrakesh, which serves as a culinary hub in Morocco. The city hosts numerous leading hotel chains and renowned restaurant groups such as Buddha Bar and Nobu—both of which also maintain a strong presence in the UAE, as well.

Mr. Oussama also shared that the Waldorf Astoria Rabat Salé is scheduled to open in 2025. The hotel will be the tallest (hotel) building in Morocco, which will also be the third tallest in Africa, standing fifty-five floors high and featuring an observatory. Additionally, Marrakesh recently hosted the prestigious "Pure Life Experiences" event, which brought together more than two hundred international chefs, underscoring the city's prominence in the global hospitality and fine dining landscape. ASMI OMR expressed keen interest in participating / attending this even in year 2026.

**Next Steps and Follow-Up**

Mr. Oussama expressed a strong interest in importing multiple containers of Alaska breaded pollock each month to supply McDonald's and other quick-service restaurant chains. As of March 2025, Stellar International had reached out to SPC in Alaska but had not received a response.

The conversation also covered market dynamics for salmon in Morocco. Mr. Oussama noted that the local market remains highly price-sensitive and that salmon is still relatively new to Moroccan cuisine. However, he emphasized that wild-caught salmon holds strong appeal due to its sustainability narrative. At this stage, awareness-building and product trials will be essential, as importing a full container may be premature. To initiate testing, Mr. Oussama proposed proceeding with an air shipment of approximately 1.3 tons of black cod and salmon.

He also expressed openness to arranging shipments through a European importer based in Spain, allowing for overland transport of products into Morocco. Since black cod does not have a farmed equivalent, Mr. Oussama suggested that his company, Taste of Temptation, could collaborate with chef's tables and leverage its extensive culinary network to introduce both black cod and salmon to influential chefs and restaurants. Manjusha confirmed during the meeting that ASMI stands ready to support promotional and marketing efforts in Morocco, which has been identified as one of ASMI's target markets for future development.

### **Conclusion**

It is not feasible for Alaska Suppliers to supply less than container loads to a new, potential buyer. Therefore, Manjusha will continue to search for Alaska black cod suppliers (within the region) to supply to Stellar International in Morocco. Manjusha has approached ASMAK (Alliance Foods Company) in UAE, a buyer of Alaska pollock, who has capability to process breaded pollock and supply to McDonalds. Manjusha has connected with ASMAK and shared the possibility of processing for exports to a buyer in Morocco. Asmak team is reviewing the possibility.

**September 23 - Safi, Morocco**

---

**Location:** Midav, Safi.

#### **Present at the meeting were:**

1. Mr. Mehdi Dhaloomal, Managing Director, Midav
2. Mr. Jean Siegel, Partner, Midav
3. Mrs. Manjusha Jambhekar – ASMI MENAWA OMR

Manjusha met with Mr. Mehdi, Mr. Jean, and their team during the visit to the canning facility in Safi. The visit provided an opportunity to gain firsthand insight into the company's operations and its capabilities within Morocco's seafood processing sector. Manjusha expressed appreciation for huge processing capacity and established business over the last 50 years.

### **Discussion Summary**

During the visit, Manjusha was impressed to learn that across the two facilities operated by Midav, approximately 12,000 tons of fish—primarily sardines and mackerel—are canned each year. 95% of the production is exported and balance 5% is distributed locally within Safi city.

Manjusha also took note of the company's tuna canning operations. While current demand for canned tuna appears somewhat subdued due to consumer concerns regarding metal and mercury content, the company's technical knowledge and processing capabilities remain highly relevant. Based on Mr. Mehdi's experience and his review of the Alaska canned salmon product, it was observed that the salmon canning process would be like that of tuna, with certain adjustments required to accommodate different tin sizes and other product-specific characteristics. The existing tuna processing flow chart (as shared by Midav) can serve as a valuable reference for the technical team in adapting to salmon canning procedures.

### **Next Steps and Follow-Up**

Several follow-up actions were discussed and agreed upon during the meeting. Mr. Mehdi and his team will require samples of Alaska salmon to conduct initial canning trials. Manjusha will coordinate arrangements for the sample shipment, either in collaboration with another company in Morocco or directly with Mr. Mehdi's team, depending on logistical feasibility.

In addition, Manjusha will provide Mr. Mehdi with detailed product specifications, including information on the typical weight of the fish, as well as the drained and net weight parameters for canned salmon tins, as is

available in certain markets. These specifications will support the company's technical assessment and trial preparation.

Based on an estimated monthly production volume of 100 to 125 tons of Alaska salmon, Manjusha will also connect Mr. Mehdi and his team with qualified suppliers capable of providing quotations to assist with cost evaluation and feasibility analysis for potential commercial-scale operations.



### **Conclusion**

The meeting and facility visit in Safi highlighted the strong technical foundation and production expertise that Mr. Mehdi's company has developed in fish canning, with Tuna and Sardines. The discussions reinforced the potential alignment between the company's capabilities and Alaska's canned salmon products. The next phase of collaboration will focus on sample testing, technical evaluation, and cost analysis to determine the viability of introducing Alaska salmon into the company's production portfolio.

Manjusha will continue to coordinate with Mr. Mehdi and Mr. Jean to ensure timely follow-up on the agreed actions and provide any additional information required to support the upcoming canning trials.

**September 24 - Casablanca, Morocco and**

**September 25 – Rabat, Morocco**

---

**Location: FENIP Office in Casablanca, followed by the Ministry of Agriculture and Maritime Fisheries in Rabat.**

**Present at the meeting were:**

1. Mrs. Zakia Driouich Sebbata – Secretary of State to the Minister of Agriculture, Maritime Fisheries, Morocco
2. Mr. Hassan Sentissi El Idrissi – President, FENIP
3. Mrs. Lamia Znagui – Director, FENIP
4. Mr. Mohamed Gaizi – Counselor, FENIP
5. Mr. Mohamed Fardaoussi – Agricultural Specialist, USDA / FAS, Morocco
6. Mrs. Manjusha Jambhekar – ASMI MENAWA OMR

**Discussion Summary**

During the first meeting with FENIP in Casablanca, Manjusha shared a presentation about ASMI and bounty of Alaska Seafood. She shared Alaska Seafood Comprehensive Guides and Salmon, Whitefish buyers' guides, with each of the attendees. Both sides discussed market opportunities. Mrs. Lamia confirmed that Morocco Seafood industry is suffering due to shortage of harvest over the past 3-4 years and they are now ready to

evaluate reprocessing and exports of Alaska seafood. They were glad to know about ASMI's active role in supplying free samples for Trials.

The discussion points were significant, and following the meeting, the President advised that the team should meet with the Secretary of State at the Ministry in Rabat to initiate development of an MOU as a follow-up to this discussion.

Hence the meeting was arranged with the Secretary of State, immediately the next day. Prior to the meeting, Manjusha and Mohamed (USDA / FAS) met over a coffee. Manjusha gave an overview of the meeting with FENIP and ASMI's objective to develop re-processing facilities in Morocco. Mohamed offered valuable insights about the market, while confirming the need to meet with the ministry as a support for FENIP to proceed with next steps.

The meeting between representatives of the Alaska Seafood Marketing Institute (ASMI), FAS Post, the FENIP team, and Her Excellency, the Secretary of State in charge of Fisheries, proved both productive and memorable. Manjusha expressed appreciation for the opportunity to discuss avenues of cooperation and the potential development of a Memorandum of Understanding (MOU) between ASMI and FENIP.

During the discussions, both parties agreed on the importance of preparing an MOU to establish a framework of collaboration focused on exploring opportunities for the canning and processing of Alaska seafood products in Morocco. The shared objectives include developing processing base for Alaska seafood products, expanding market access, and strengthening bilateral trade relations.

It was noted that Alaska's fisheries are uniquely wild, natural, and sustainably managed. However, species availability varies annually due to natural fluctuations, and while historical data could offer projections, such estimates are not always precise. Recognizing that both ASMI and FENIP represent fisheries and processors, the organizations are well positioned to connect stakeholders, facilitate technical exchanges, and promote business opportunities. Commercial terms will be addressed directly between industry partners, while ASMI and FENIP will jointly provide a structured framework through the MOU.

The meeting also emphasized interest in learning more about the upcoming **Seafood 4 Africa** initiative and potential avenues for participation, to expand into African countries where Morocco enjoys 0% duty.



### **Next Steps and Follow-Up**

FENIP has prepared an MOU outlining its proposed objectives, areas of collaboration, and scope of engagement, and looks forward to finalising the MOU with ASMI inputs.

### **Conclusion**

This is the first time ever that all the stake holders are interested in a collaborative approach to encourage Morocco industry to import, process and export Alaska Seafood. This support offers renewed business potential and a Win-Win Proposal for all.

**September 24 – Casablanca, Morocco**

---

**Location:** Silver Food, Casablanca

#### **Present at the meeting were:**

1. Mr. Marouane Cherif, Chief Executive Officer
2. Mr. Aimad Mamdouh, Commercial Director
3. Mrs. Kristina, Chief Financial Officer
4. Mr. Zakaria Bassit – Export Sales Manager
5. Mrs. Manjusha Jambhekar – ASMI MENAWA OMR

#### **Visit to Canning Facility and Discussion on Alaska Canned Salmon Opportunities.**

Manjusha met with the Silver Food team at their facility near Casablanca. Silver Food management is progressive and have their own boats to catch and freeze the seafood harvest, in different locations in Morocco. The plant is state of the art with latest systems to support production.

Due to global warming, the plant does not have enough fish to process and is working at 50% of the capacity. The visit provided an opportunity to gain firsthand insight into the company's operations and its capabilities within Morocco's seafood processing sector.

#### **Discussion Summary**

Manjusha met with Cherif, Kristina, Aimad, and Zakaria at Silver Food's state-of-the-art canning facility near Casablanca. The visit provided valuable insight into the company's technical expertise and operational capabilities. The team demonstrated strong proficiency in seafood processing, supported by a workforce of 1,000 employees, a daily processing capacity of 100 tons, and production of approximately 600,000 cans per day.

During the discussion, all parties agreed that Silver Food's spare capacity, favourable baseline tariffs, and access to Western markets present a promising foundation for assessing the feasibility of canning Alaska salmon at the facility.



### Next Steps and Follow-Up

The agreed next steps include conducting canning trials using product samples, which Manjusha will help arrange. She will also provide detailed product specifications, including the typical fish weight and the drained and net weights of canned salmon tins. Based on an estimated monthly volume of 50 to 75 tons of Alaska salmon—approximately half of the company's current processing level—ASMI will facilitate connections with potential suppliers to support Silver Food's cost evaluation and feasibility analysis.

### Conclusion

Along with samples for trials, Silver Food has asked for data about the price of salmon / kg, number of cans that can be processed in a kg, the potential (market size) for exporting to Europe and to US.

Currently ASMI team is working on samples, and OMR is working on requested numbers. Once ready and aligned with ASMI, the same will be shared with Silver Food.

## Conclusions and Results

---

Megan Belair, International Marketing Coordinator at ASMI Headquarters, is coordinating the dispatch of Alaska seafood samples—packaged in 50 kg boxes—to three Moroccan companies: Pelagiq, Midav, and Silver Food. A key logistical challenge has been the absence of freezer facilities at Casablanca Airport, which could compromise the quality of fish exported from Alaska. However, Emirates SkyCargo has proposed a viable solution, and ASMI's logistics contractor is currently working to implement it.

Meanwhile, the MENAWA OMR team is completing data preparation for distribution to the three participating companies. ASMI Headquarters is also in the final stages of completing the Memorandum of Understanding (MOU) to formalize cooperation. With these coordinated efforts underway, Alaska Seafood is now well positioned to commence processing trials in the MENAWA region, marking a significant step forward in advancing trade and technical collaboration between Alaska and Morocco.