



ALASKA SEAFOOD MARKETING INSTITUTE HIGHLIGHT REEL 2025

**HONG KONG AND MAINLAND CHINA
IMC Meeting – August 4, 2025**

Prepared by SMH International



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An aerial photograph of a coastal town, likely in the Pacific Northwest, during winter. The town is built on a hillside overlooking a body of water. In the foreground, a fishing boat named "WAR PACIFIC" is moving through the water, leaving a wake. The town features numerous houses, some with snow on their roofs, and several large industrial or commercial buildings. A prominent feature is a long, narrow pier or dock extending into the water, supported by wooden pilings. The water is calm, and the overall scene is peaceful and scenic.

01 Market Update

01 Market Update



Hong Kong – An Affluent Consumer Base and Free Trade Environment Make It a Strategic Market for Alaska Seafood

HK Hong Kong –

- A free trade market with no tariffs or taxes
- Easy access & simplified documentation
- Government-backed growth of the Greater Bay Area: enhancing connectivity between Hong Kong, Macau, and South China
- *Retail Market:*
 - Retail food sales (2024): USD 9.2 billion (↑ 3.5% YoY)
 - Strong growth in e-commerce – online grocery sales ↑ 7% YoY
 - Imported food accounts for >95% of food supply
- *Foodservice Market:*
 - Total F&B sales (2024): USD 15.6 billion (↑ 5.2% YoY)
 - Over 16,500 restaurants (↑ 2% YoY);
 - High demand for U.S. seafood

01 Market Update

Market Overview



Hong Kong – A gateway to neighboring Macau



MO Macau

Relies heavily on Hong Kong for food supply

➤ *Retail Market:*

- Retail food sales (2024): USD 960 million (↑ 4.1% YoY)
- Tourist recovery boosts sales of premium foods

➤ *Foodservice Market:*

- F&B sector revenue (2024): USD 2.4 billion (↑ 6.8% YoY)
- 2,100+ restaurants; hotels and integrated resorts drive demand
- Focus on luxury dining, Western cuisine, and branded ingredients
- U.S. seafood and meat gaining popularity

01 Market Update

Market Overview



Mainland China

- After 20 years of rapid development, economic growth is slowing down
- Unstable Sino-U.S. trade relations have resulted in higher import tariffs on Alaska seafood
- Russian seafood ban boosts China as key market, challenging Alaska seafood

Tariff Update

No	HS Code	Simple Description*	Tariff Rate before April	Tariff From April	Tariff Reinstated (Section 301)	Post-Exemption 301 Tariff from 8/1/2025
1	3033900	H&G flatfish	17%	27%	30%	57%
2	3031200	H&G Pacific salmon	17%	27%	30%	57%
3	23012010	Fish meal	12%	22%	30%	52%
5	3079190	Fresh/live mollusks*	17%	27%	30%	57%
6	3038990	Nonspecified H&G	15%	25%	30%	55%
8	3036300	H&G cod	15%	25%	30%	55%
10	3063399	Live crab	17%	27%	30%	57%
11	3036700	H&G Alaska pollock	15%	25%	30%	55%
12	3031100	H&G sockeye salmon	17%	27%	30%	57%
13	3049400	Alaska pollock surimi	17%	27%	30%	57%
15	3061490	Frozen crab	15%	25%	30%	55%
16	3035100	Frozen herring	15%	25%	30%	55%
17	3047500	Alaska pollock fillets	17%	27%	30%	57%
19	3039100	Fish livers, roes, & milt	17%	27%	30%	57%
20	3049500	Non-pollock whitefish meat	17%	27%	30%	57%
21	3033110	H&G Greenland halibut	15%	25%	30%	55%
22	16056100	Sea cucumbers	15%	25%	30%	55%

* Remark: No new applications are accepted for 301 Punitive Tariff from August 1, 2025, and approved applications are valid until September 14, 2025.

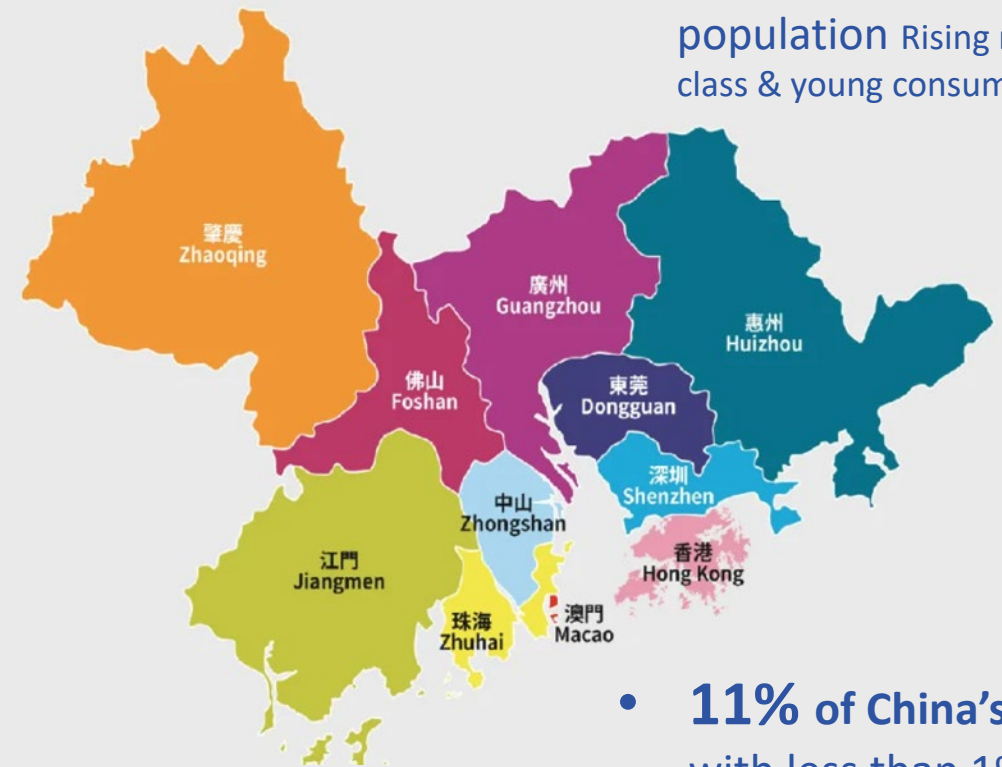
01 Market Update

Market Overview

The Great Bay Area offers opportunities for Alaska seafood

Guangdong - Hong Kong - Macau Greater Bay Area (GBA)

- **86 million+** population Rising middle-class & young consumers



- **11 cities**
HK & Macau +
9 Mainland Cities
Leading seaport & logistics hubs
- **11% of China's GDP**
with less than 1% of
country's land area
Pilot zone for premium &
imported products



02 Marketing Strategy



Strategic Focus:
Prioritizing Hong Kong, with
the Mainland Great Bay Area
as a Secondary Focus

Based on the current environment, we have adjusted our market strategy from 2025/2026:

Hong Kong -

- Focus on the Hong Kong market and expand Alaska seafood's sales and market share in Hong Kong and Macau
- Include Mainland China's Greater Bay Area as a secondary priority to strengthen regional links and promote Alaska seafood in the region

Mainland China -

- Monitor the market, maintain trade relations, and sustain Alaska Seafood's market share while exploring future opportunities

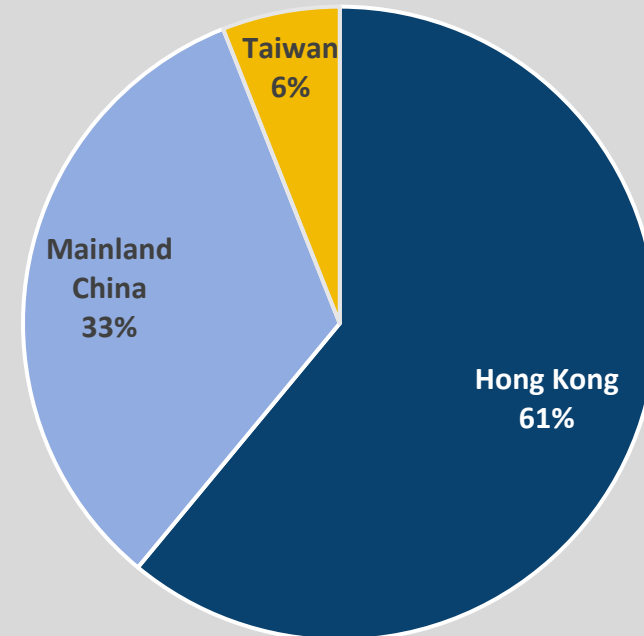
02 Marketing Strategy

Budget Allocation



FY2526 budget allocation has been adjusted to place greater focus on Hong Kong

FY2526 TOTAL

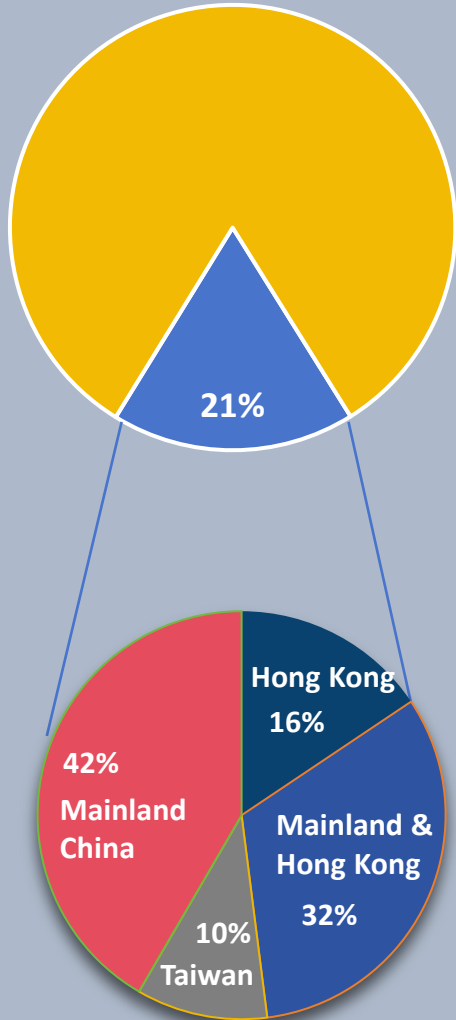


02 Marketing Strategy

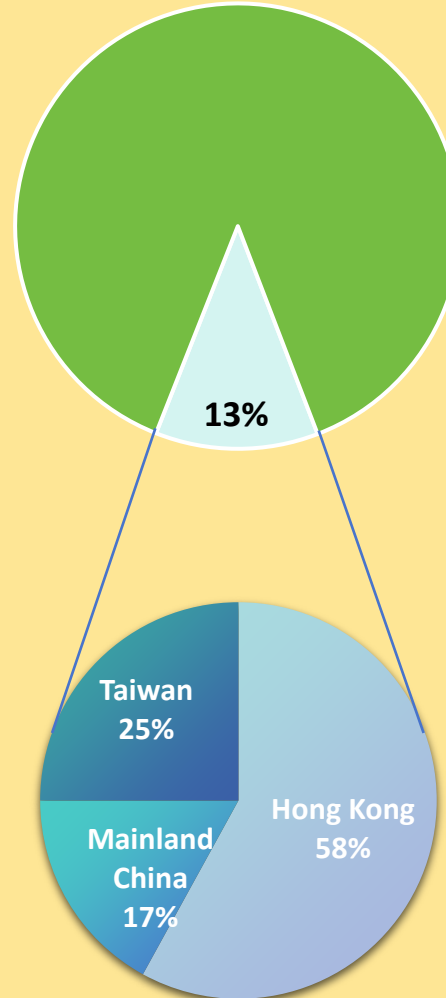
Budget Allocation



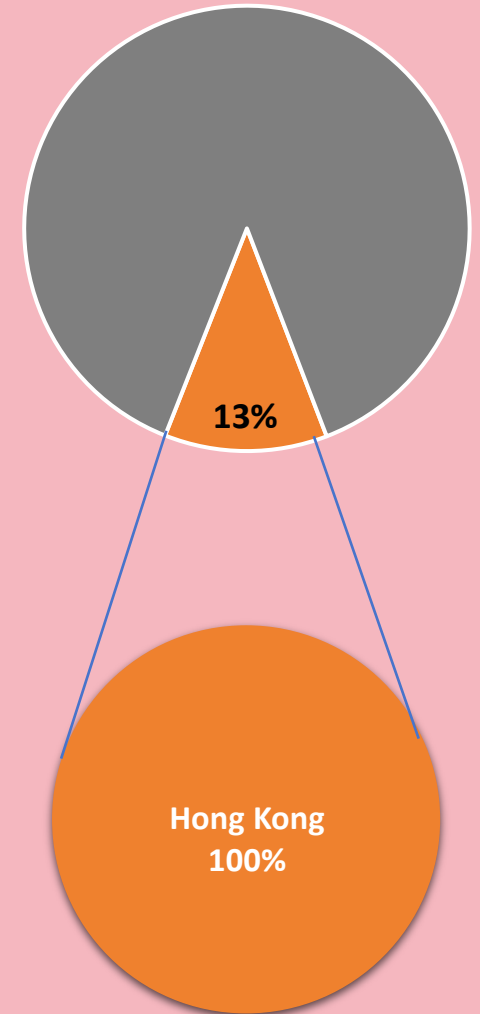
CHXT2 TRADE SHOW & RETAIL SURVEY



CHXT3 TRADE PR/ADVERTISING



CHXH1 FOODSERVICE PROMOTION

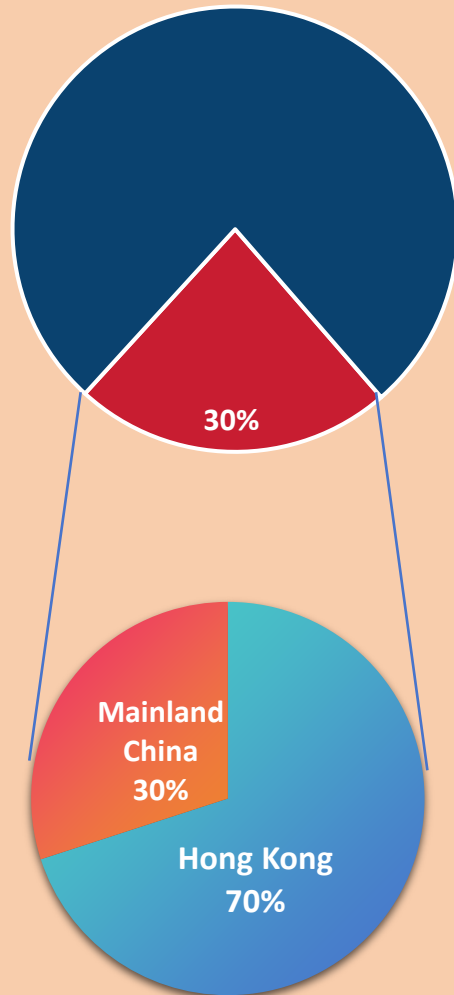


02 Marketing Strategy

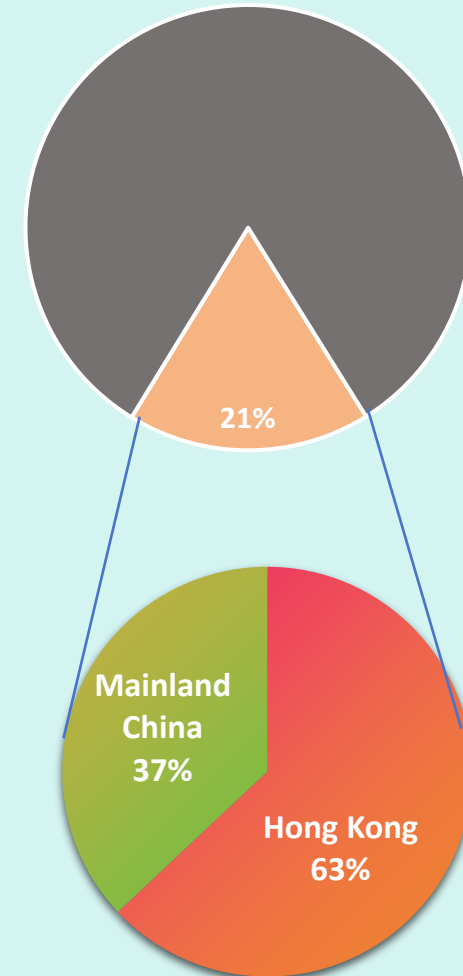
Budget Allocation



CHXT1 RETAIL MERCHANDISING



CHXT4 ONLINE SALES CAMPAIGN / DIGITAL PROMOTION



An aerial photograph of a coastal town, likely in Alaska, during winter. The town is built on a peninsula with snow-covered roofs and streets. A large fishing boat, the 'WAR PACIFIC', is in the water in the foreground. The water is dark blue, and the sky is a pale, hazy blue. The text '03 Marketing Plan' is overlaid in the center in a white, serif font.

03 Marketing Plan

Popular Species

Retail: Black Cod & Salmon (Sockeye/Coho/Canned)

Foodservice: Black Cod & Pollock, King Crab & Snow Crab



Hong Kong



Emerging Species

Pacific Cod & POP



Pacific Cod



Pacific Ocean Perch



Hong Kong: Diverse Offerings, Broad Coverage

From High-End Retailers to
Mainstream Stores, and Featured on
Many Hotel Restaurant Menus

Trade Sector

- Find new buyers
- Explore new sales opportunities
- Drive sales and exports

Consumer Sector

- Broad retail coverage: from high-end to mainstream
- Expanding into new retail platforms such as JD.com and Seafood Friday
- Encourage Retailers to Expand Product Offerings During and After the Promotion

Foodservice

- Broaden Foodservice Reach from High-End Hotels to Fast-Food Chains
- Expand offerings before and after promotion

03 Marketing Plan

HK Hong Kong



Trade Show:

- RBHK
September 2-4, 2025

Find new traders & explore new trade opportunities

Trade PR/Advertising:

- Trade Gathering
- Trade Advertisement (2)
- Trade E-newsletter (2 issues)

Strengthen trade loyalty, and drive sales & imports of Alaska seafood

Sales Promotion:

- Retail Promotions (6+) covering on-line & off-line stores

Promote a wide range of Alaska seafood products, from high-end to value options; Highlight canned salmon products

Foodservice:

Foodservice Promotions (5+)

Work with chained Chinese restaurants, high-end hotels and fast-food chains, etc; Broaden Menu Offerings with Alaska Seafood

03 Marketing Plan



Mainland China

Mainland China: Maintain Market Presence & Prepare for Future Opportunities
Through Promotions in the Greater Bay Area, Trade Servicing, and Market Monitoring

Trade Show:

- SIAL South in Shenzhen
September 1-3, 2025
- China Fisheries & Seafood Expo
October 29-31, 2025
- ❖ Downsize booth space at CFSE from 54 to 36 sqm
- ❖ Replace SIAL Shanghai with SIAL South to focus in the Great Bay Area

Trade PR/Advertising:

- Trade Gatherings in
Guangzhou & Shenzhen
- ❖ Maintain trade relations and loyalty
- ❖ Focus in the Great Bay Area (Guangzhou & Shenzhen)

03 Marketing Plan



🇨🇳 Mainland China

Mainland China: Maintain Market Presence & Prepare for Future Opportunities
Through Promotions in the Greater Bay Area, Trade Servicing, and Market Monitoring

Sales Promotion:

- Retail Promotions in the Great Bay Area

Partner with Sam's Club or Costco, both of which have a strong presence in South China

Foodservice Promotion:

No foodservice promotions in Mainland China for FY2526

Others:

- Social Media
- Retail survey
- Quarterly reports
- ❖ Reduce social media posts from 4 to 3 per month
- ❖ Continue biennial retail market scan to track the latest product offerings and market trends especially in Hong Kong;
- ❖ Strengthen trade contacts and increase feedback and potential leads

Maintain Market Presence & Prepare for Future Opportunities

MAINLAND CHINA

Primary focus with an emphasis on driving sales; Increase market shares in Hong Kong & Macau





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