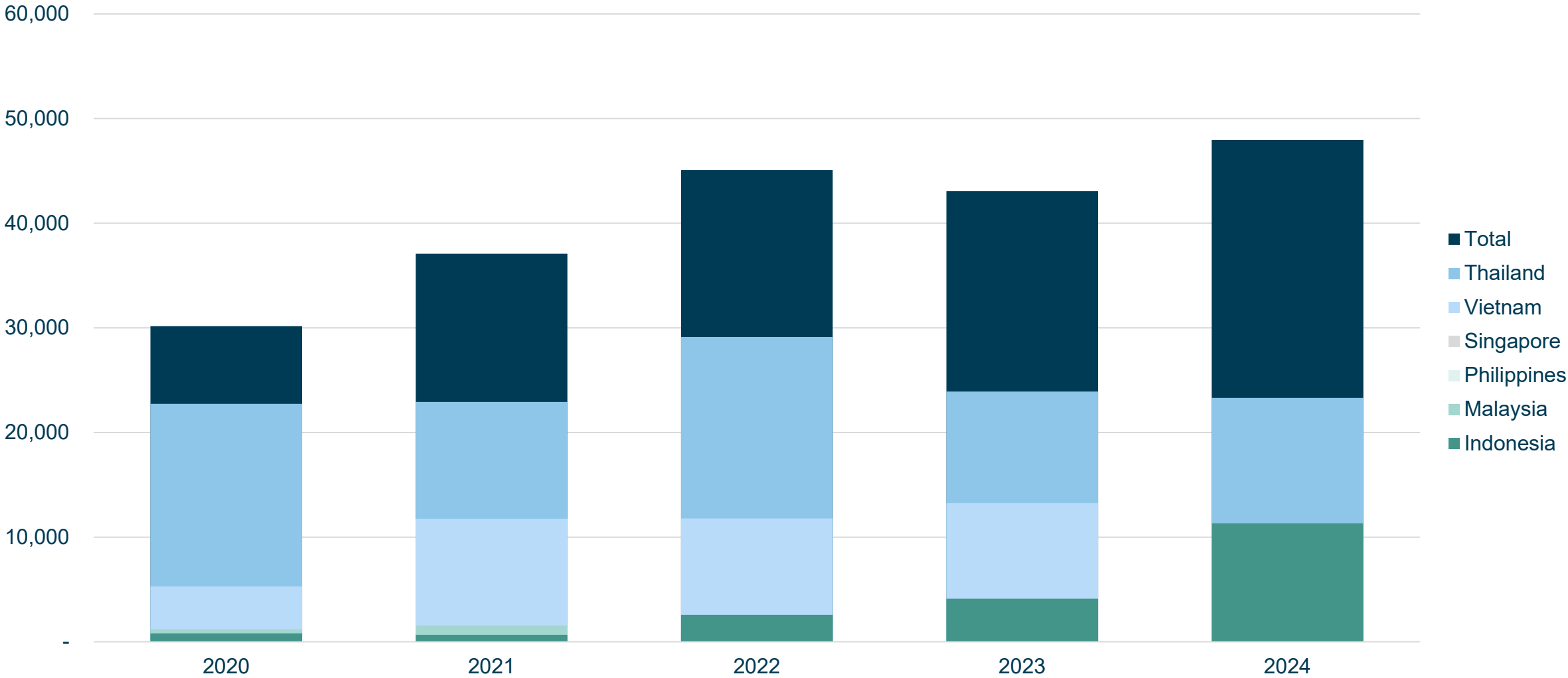


# Southeast Asia Market Report

Summer Strategy Session 2025



# Alaska Seafood Export Volume to SE Asia (MT)



Source: ASMI Alaska Seafood Export Database, compiled by McDowell Group and based on NMFS Export Data, and Global Trade Atlas.

# FY25 Activity Successes: Trade Missions

Year	Country	Supplier Companies Joined	Processing Plants Visited	Sales During Trip	12-month Projected Sales
2023	Vietnam	13	7	\$1,196,000	\$6,425,000
2024	Thailand	11	4	\$660,000	\$14,420,000
2025	Indonesia	8	7	\$525,000	\$4,230,000
<b>Total</b>		<b>32</b>	<b>18</b>	<b>\$2,381,000</b>	<b>\$25,075,000</b>



# FY25 Activity Successes: THAIFEX-Anuga Asia

Year	Show Visitors	Show Exhibitors	Trade Leads Gathered	Supplier Companies Joined	Sales During Show	12-month Projected Sales
2023	78,764	3,034	23	8	\$231,325	\$2,400,000
2024	85,850	3,133	32	5	\$396,789	\$2,365,000
2025	88,349	3,231	25	4	\$253,626	\$883,990
<b>Total</b>	<b>252,963</b>	<b>9,398</b>	<b>80</b>	<b>17</b>	<b>\$881,740</b>	<b>\$5,648,990</b>



# FY25 Activity Successes: Cooperative Promotions

Company	Period	Amount Allocated	Alaska Seafood Sold	ROI
Long John Silver's Malaysia	Aug 2024 – Feb 2025	\$5,875	4,337 pieces	\$24,530
Long John Silver's Thailand	Dec 2024 – Jun 2025	\$5,450	8,772 kg	\$57,920
The Fish Farmer (Singapore)	May – Jun 2025	\$1,555	5,000 kg	\$110,000
Sizzler (Thailand)	Aug 2024	\$3,260	849 dishes	\$17,700



# EMP Project for Southeast Asia Reprocessing

## Year 1: July 2024 – June 2025

- Created and distributed database (168 processors)
- Trade mission to Indonesia
- Plant visits
- Trade research report to ASMI industry and EMP

## Year 2: July 2025 – June 2026

### Technical Seminars & Training

- Thailand and Malaysia: Week of November 17, 2025
- Vietnam and Philippines: Week of February 2, 2026
- Indonesia: Week of March 30 or April 6, 2026
- Involve Alaska suppliers if possible

## Year 3: July 2026 – June 2027

- Expert training and consultations
- Trade mission to Alaska



# FY26 Activity Plans: Menu Promotion with “Eat Am Are”

A highly popular steakhouse chain in Thailand known for:

- Large portions
- Affordable prices
- Wide variety of menu options and sides

## Currently

- 21 stores across Bangkok
- Planning to open 4 more
- Previously served 80 – 100gm/pc of Alaska Pollock
- Increased to 120 – 140gm/pc of Alaska Pollock
- Price per piece: THB 129/\$4

## Alaska Pollock Usage Per year

- 15.5 MT
- 5.7M pcs



# FY26 Activity Plans: Trade Shows



# Japan & SE Asia Collaborations



Wild, Natural & Sustainable®



**Questions or Comments?  
Thank You!**

