

Fisheries and Aquaculture

November 10, 2014

Helping Industry Pursue Export Opportunities

Minister and Trade Delegation Promote Provincial Seafood in China

A delegation of provincial seafood producers has just returned from pursuing opportunities in Chinese markets at China Fisheries and Seafood Expo 2014, one of the world's largest seafood trade shows. The producers were supported by the Provincial Government, and joined by the Honourable Vaughn Granter, Minister of Fisheries and Aquaculture, throughout the show.

“Last year, exports to China comprised more than 20 per cent of the value generated by provincial seafood, making China the second largest destination for products from our fishing and aquaculture sectors. The Provincial Government is committed to supporting the success of provincial producers in this market, which is why we continue to provide funding and staff to help producers take full advantage of the China Fisheries and Seafood Expo.”

- The Honourable Vaughn Granter, Minister of Fisheries and Aquaculture

Assistance provided to producers at the show included organizing booth space within the Expo's Canadian Pavilion to help delegates showcase their products and hold meetings. In addition to attending the show and engaging Chinese seafood buyers, Minister Granter also met with officials from the Zhejiang Province of China to discuss the ongoing Memorandum of Understanding between the provinces regarding economic development. Specifically, Minister Granter spoke with these officials about opportunities for increasing seafood exports to this growing market, and ways to achieve further collaboration that would mutually benefit the fisheries and aquaculture sectors in each jurisdiction.

QUICK FACTS

- The Honourable Vaughn Granter, Minister of Fisheries and Aquaculture, and a delegation of provincial seafood producers attended China Fisheries and Seafood Expo 2014 in Qingdao, China from November 4 to 6.

- The provincial delegation comprised Newfound Resources Limited, Ocean Choice International, the Newfoundland Aquaculture Industry Association, Badger Bay Mussel Farms, Whitecap International Seafood Exporters, Bay Roberts Seafoods Limited, Harbour Grace Shrimp Company Limited, and Fogo Island Coop Society Limited.
- The Provincial Government and industry have participated in the China Fisheries and Seafood Expo every year since 2006.
- China Fisheries and Seafood Expo 2014 hosted approximately 1,200 exhibiting companies this year.
- The Zhejiang Province of China is the third largest exporter in China, and is a centre for manufacturing, shipping, finance and other services.



Photo: The Honourable Vaughn Granter, Minister of Fisheries and Aquaculture, with Department of Fisheries and Aquaculture staff and provincial seafood processors at China Fisheries and Seafood Expo 2014 – November 2014.

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