**Fishery** 

trade going

swimmingly

in Zhanjiang

products in Zhanjiang maintained strong momentum in the first four months of 2016 despite a sluggish

global market, according to figures

released by the city's customs ser-The numbers show the city's for-

eign trade volume of aquatic prod-

By ZHENG CAIXIONG

# Zhanjiang special



## Belt and Road enhances region's seafood industry

ber would try to build more

global in the future

platforms and channels for

China is not only the big

gest country in aquacul

ture, but also the largest in

aquatic product trade and

try is facing its toughest

mainly because of

the sluggish global

market," Tian

According

from the Chi-

nese customs

China's for

eign trade of

aquatic prod

million metri

tons, valued a

2015, a reduction of

3.59 percent and 5.08

Orders from Japan, the

United States, Europe and

South Korea in 2015 wit-

nessed a big reduction

although contracts from

Thailand was China's big-

China sold \$1.2 billion

worth of aquatic products to

Thailand in 2015, account

ing for 43.23 percent of the

total to Association of South-

est Asian Nations members

China mainly sold tuna, cut-

tlefish, squid and octopus to

The coastal provinces of

Guangdong, Fujian, Shan-

ucts sellers abroad. Their

percent of the country's

China's fishery industry

generated a total output

gest trade partner in aquation

products last year.

to statistics

"But the domestic indus-

The Belt and Road Initiative has provided huge opportunities for expanding Sino-foreign cooperation in ocean and aquatic product ndustries, said an industrial association official.

Tian Quanhai, chairman of the China Aquatic Production Chamber of Commerce under the All-China Federation of Industry and Commerce, urged aquatic industry players to grasp opportunities to further advance cooperation with their foreign counterparts along the trade routes in the

The initiative, proposed by the Chinese government in 2013, envisages a Silk Road Economic Belt and a 21st Century Maritime Silk Road, covering about 4.4 billion people in more than 60 nations and regions in Asia, Africa and Europe.

"The annual China Inter national Aquatic Products Expo in Zhanjiang is a good platform to offer trade and business opportunities eign companies," Tian said.

The 2016 expo, the secthe mainland, will take place in Zhanjiang from June 18 to 20. It is jointly organized by the China Aquatic Production Chamber of Commerce under the All-China Federation of Industry and Commerce and Zhaniiang Aquatic Products Import

"International cooperation in the aquatic industry has great potential in the years ahead and will certainly boost. Zheijang and Hainan were the Chinese industry, which is the major aquatic prod exports account for 93.67 ly important role in China's economy," Tian said

more Chinese companies foreign partnerships in the (\$26.4 billion) in the first





atic Products Co in Zhanijang displays products at last year's aquatic products expo





CITY SHOWCASES ITS AQUATIC PRODUCTS

Zhanjiang has a mature maritime industrial chain, **Zhan Lisheng** reports.



cessing base and trade hub in the

abroad, the city will also expand

said. "And we will help raise local

firms' awareness in branding and

aquatic firms have initiated their

branding campaigns and tried

to sell online," he said, citing the

Haifeng Aquatic Products Co and

Guolian Aquatic Products Co as

According to Cen, the city aims

omestic sales of 25 billion yuar

and exports of \$600 million in 2015, official statistics indicate.

to produce 20 new varieties of

"Pleasingly, a growing number of

mports of aquatic products," Cen

"While seeking orders from

# Evergreen plans to grow overseas fodder market

Seafood farmed in Zhanjiang are favored by consumers for their high quality

Seeing market potential, Zhanjiangbased Evergreen Group is planning to

machinery and freezing systems The company's decision to invest in Ho

prawn-related products this year which are expected to reach an ric tons of aquatic fodder a year, he said.

By ZHENG CAIXIONG

production costs and better prices there,

ed profits possible." He said that aquaculture in Vietnam is seeing rapid development as a growing number of foreign companies including

ments there and many local people have followed suit. "One more reason worth mentioning is our strategy to shun global trade barriers targeting Chinese aquatic companies," he said, adding that many developed coun tries are more captious with China-made products than products made elsewhere and that Chinese exporters have a much

those markets. He said Evergreen Group has also industrial park in Egypt to supply prod-

higher market threshold to climb to ente

ucts, technologies and equipment. "The initial phase of the Egyptian proj

ect will generate sales worth 530 million yuan a year and the whole project will probably bring in 3 billion yuan," he said "We are stepping up investments

abroad and targeting destinations includ Chen said his company would continue

He said Evergreen has invested more the company's R&D budget accounts for more than 3 percent of its annual sales revenue. It has also been involved in sev eral nations' R&D programs.

Many aquatic companies in Zhanji ang have taken similar business strate gies to invest abroad in tandem with China's Belt and Road Initiative, said Cen Jian, secretary general of the city's aquatic products import and expor-

sell more aquatic products, vegetables and

Last November, the Zhanjiang city gov

'The agreement will be a major boost

for Zhanjiang's rural and marine econo

merce Co Ltd, which runs the Zhanjiang

Ou said e-commerce is helping many

"Joining hands with JD.com will help

Zhanjiang companies sell more products

and help the city's reputation," Ou said.

"Many local companies have shown

online sales via the e-commerce plat

companies to expand their sales.

ernment signed a cooperative agreement

other products online

domestically and abroad.

page on JD.com.

"Several more are eagerly preparing,"

east Asian countries.

Minh City in Vietnam. The project, with a budget of about 70 million yuan (\$10.67illion), will include an aquatic fodder

Evergreen is one of the market leaders in Zhanjiang's aquatic industry, involved in almost the whole aquatic industry chain, from breeding, sea-farming

der worldwide and a standard setter of China's aquatic fodder na's top five suppliers of aquatic

Chi Minh City came in the wake of the successful operation of its investments in Vietnam's Da Nang and Ha Long.

The project in Da Nang, with total nvestment of 50 million yuan (\$7.6 bilion), became operational in 2010, while the one in Ha Long, with 70 million yuan in funding, became operational in 2013.

"Both projects are operating right on track; our investments have paid off and the returns are satisfactory," said Chen Si, chairman of the company's supervisory

than 200 locals," he said, adding that the fodder and related technologies will be used in the aquaculture industry in

output of 100,000 metric tons and rate output value of 16 billior vuan (\$2.44 billion) in 2016. The city's aquatic sector reported

"In proximity to Zhanjiang, Vietnam has a similar condition for aquaculture

A major aquaculture base in Guang-

dong province, Zhanjiang is banking

on e-commerce to play an increasingly

mportant role in its economy in the years

The e-commerce industry can help the

They said Zhanjiang has abundant

to boost sales with the help of e-com-

According to the Zhanjiang Bureau

Xu Yonggui, director of the Changrong

Farming Cooperative in Zhanjiang, said

developing e-commerce will expand sales

"E-commerce will be able to play a role

to help farmers expand their sales," said

of Commerce, one in seven prawns sold

around the world is from Zhanjiang.

Companies to expand

home and abroad, the city's authorities the sale of its local products.

agricultural and aquatic resources that mies," said Ou Dahai, managing director

should be able to open multiple channels of Zhanjiang Blue Sea and Sky E-Com-

for the city's aquatic and agricultural their great interest in expanding their

Xu said his cooperative will be able to Zhanjiang page on JD.com.

sales with e-commerce

ucts grew 12.4 percent year-on-year Imports of aquatic products in the city increased 73.5 percent to hit more than 4,000 tons while exports

One of them will be located in Ho Chi

seafood processing, fodder, aquatic medicines, foreign trade and machinery for aquatic processing, packag-The company is a lead-

"The two projects offer jobs to more

The two projects yield over 70,000 met

came to 24,000 tons between Janu ary and April. Enterprises in Zhaniiang attribut but the industrial chain is not so wel eveloped as in Zhanjiang," he said. "That ed the growth to both the expansion leaves great opportunities for us. of economic ties between Zhanijang and the Southeast Asian nations and "In addition, we can have much lower

countries along the ancient Marine said. "That makes better-than-expect time Silk Road, and the efficiency of local customs authorities. "The highly efficient efforts of

customs authorities, plus convenient and quick logistics channels have contributed to the rapid growth of the aquatic products trade in Zhanjiang since the beginning of the year," said Wang Changchao, president of Asian Seafood (Zhanijang) Co Ltd. Following the introduction of

a customs clearance cooperation system around the Beibu Gulf rim. Zhanjiang's aquatic product traders can now directly import and export their products from ports in Hainan province and the Guangxi

"And that can help local producers and traders cut two to three days in transportation time and reduce production costs by \$300 to \$400 for each container. Previously, local firms were reliant on scheduled liners carrying their products via Hong Kong and Shenzhen, more than 500

The new Beibu Gulf rim customs jiang companies to import and export their aquatic products at

kilometers away," he added.

Since late last year, the region has also opened 10 additional international air routes to link Vietnam Malaysia, Thailand, Singapore, Cam-

bodia and Bangladesh. According to a senior executive from Guolian Aquatic Products Co, the introduction by Zhanjiang Customs of an "intelligent customs service" has greatly simplified and speeded up processes dealing with the import and export of aquation

"It now takes one to two hours to get our products declared, examined and cleared by customs," said the

The city's customs authority has also introduced a paperless declaration service, allowing local compaand export declarations 24 hours

It is also helping Zhanjiang develop into a State-level role model for the aquatic products industry and a major distribution center for the industry in the South China region, with a focus on Southeast Asia.

with Chinese e-commerce giant JD.com to Local firms are also getting help help expand sales of the city's businesses from customs in dealing with cold storage issues and establishing According to the agreement, a special city's businesses expand their presence at Zhanjiang page on JD.com was created for



Ou vowed that only qualified products Zhanjian-produced oysters are well received in restaurants throughout the can be sold online through the special



A variety of seafood dishes are offered in a restaurant in Zhanjiang

local authorities' strong support. The city has developed an unrivalled aquatic industrial chain annual yield of prawns, post lar- nationwide ranging from breeding, sea farming, processing, fodscale of wholesale markets thanks logistics and other services

ometer of China's prawn mar-

Cen attributed much of the competitiveness of the sector to the institutes as Guangzhou's South

es and South China Sea Fisheries Research Institute of the Chinese Academy of Fishery Sciences and universities such as the Sun Yat-Guangdong Ocean University in Zhanjiang. The active participa-

social development," Cen said. first of its kind, has become the of the Chinese Academy of Science

He said roughly 25 percent of the city's population is engaged in the industry, and the city supplies

about 70 percent of the Chinese prawn market.

upgrading its aquatic sector, aim-

"The aquatic sector plays a cru-

cial role in the city's economic and

Contact the writer at zhanlish

# 美国万海公司

# Exposition covers entire chain of supply

By ZHAN LISHENG

Zhaniiang will host the 2016 China International Aquatic Products Exposition at its international convention and exhibition center from June 18 to 20.

he aquatic industry in the

seaside city of Zhanjiang

in South China's Guang-

dong province has already

International Aquatic Products to hold large international events

prawns" and "capital of seafood 1,556 km, which makes up half of

cent in China.

100.000 hectares.

ing Alliance

the annual trade fair of the China

Dubbed China's "capital of

delights", Zhanjiang has a mature

aquatic industrial chain, especially

for prawns and tilapia, said Tian

Quanhai, chairman of the China

Aquatic Production Chamber of

Commerce under the All-China

Federation of Industry and Com-

"The expo allows the city to

showcase its whole-chain techno-

logical solutions, equipment and

products of the industry and ben-

efits local aquatic enterprises in

terms of new trade or investment

"It will thus better position Zhan-

jiang to take advantage of both the

international and domestic mar-

relations and opportunities.

kets and resources," he said.

Jointly organized by the China Aquatic Production Chamber of Commerce under the All-China Federation of Industry and Commerce and Zhanijang Aquatic Products Import and Export Association, the three-day event is expected to attract more than 200 exhibitors and 3.000 professional buyers from 30 countries and regions. ncluding the European Union, the United States, Ecuador, Malaysia, Indonesia, Vietnam, Thailand, India and Iran in addition o almost all the regions of China including Hong Kong, Macao and Taiwan

from ASEAN member countries.

Zhanjiang became a permanent

venue for the expo in 2015, which

the chairman attributed to the city

government's strong support, the

city's advantages for developing the

aquatic industry and its capability

In the southwest of Guangdong,

the port city boasts a coastline of

the total in Guangdong and 20 per-

Its beaches cover an area of over

486,667 hectares and mud flat over

"That, plus a suitable tempera

ture of over 15 C almost all year

round, makes it an ideal place for

tary-general of Zhanjiang Aquatic

Cen said Zhanjiang has topped

any other city in China in terms of

vae and fodder, as well as shrimp

processing capacity, exports and

to decades of development and the

aquaculture," said Cen Jian, secre

The success of the previous two sessions has built up confidence of the aguatic firms in ASEAN countries and and on-site procurement and ceremonies and for the world to share Chinese aguat has made our expo increasingly popular among them," said Cen Jian, secretarygeneral of the Zhanijang Aquatic Products Processing and Marketing Association, which manages the trade fair "We will launch a special pavilion for

them for the first time." According to Cen, the expo will show case the entire array of products, technological solutions and equipment of the include frozen aquatic products, aquatic seedlings, technologies and equipment for aquaculture, aquatic processing and logical solutions readily available for all," preservation, as well as environmen- Zhang said. This year's show will cover an exhibition tal protection and sterilization, aquatic with over 500 booths, about one-third of machines, packaging materials, equip-

which will be earmarked for exhibitors ment and techniques and cold chain aquatic expo and build a platform for logistics.

Cen said a series of seminars would be would be launched for forging economic and trade ties.

firms for closer trade partnerships. Zhang Quanguo, president of an aquatbecome a home for businesspeople in the

aquatic industrial chain. Exhibits will in China's aquatic industry. The expo makes the latest information, new opportunities, new products and new techno-

we are managing to turn it into a leading northern China.

foreign aquatic products to enter the Chinese market, for the Chinese aquatic organized for technological exchanges industry to further tap the global market, ic products and technologies," said Chen Si, chairman of the Zhanjiang Aquatic Trips will also be organized to local Products Processing and Marketing Alli-Chen said the organizers expect this

ic product trading firm in Southwest Chi-vear's exhibition to yield transactions in na's Sichuan province, said the expo has excess of 20 billion yuan (\$3.05 billion). The event raked in deals worth 18 billion vuan last year and 15 billion vuan the "Zhanjiang enjoys the leading position previous year, Chen said. The annual event, initiated in 2014, has

grown into the most influential aquatic trade fair in South China, and the secondworldwide after events in Brussels, Bel-"Both organizers and industrial insidgium, and Boston in the United States, area of more than 20,000 square meters fodder and medicines, fodder-making ers pin high hopes on the trade show — and others in Qingdao and Dalian in

