

Mission: 519 Seoul

Market: 268 Korea

Key Sub-Sector: Fish, Shellfish and Other Products

Specific Product Opportunities

Current Imports (mt)

Dressed Cod	28,000
Frozen Redfish	20,000
Frozen Herring	10,000
Salmon (king or chum)	4,000
Live Lobster	40

Salmon:

Most of the 4,000 mt of salmon imported into Korea goes to process canned products for re-export purposes and to smoke domestically for tourist hotels and domestic consumers. Total demand for hotel use is estimated at 100 mt of mainly 4-11 lb king salmon including 5-6 mt of farmed 6-9 lb fresh red king salmon. While Korea Tourist Hotel Supply Center Inc. imports frozen and farmed fresh salmon for tourist hotels, trading companies import frozen salmon for domestic consumers and sell through department stores. The minimum order for frozen salmon is about 20 mt and the maximum order for farmed fresh salmon is 250 lb. Frozen salmon should be packed in 50, 75 or 100 lb packs in master carton boxes depending on the size of the fish, but the packing methods should be agreed upon between parties.

Herring:

Approximately 2,000 mt of the 10,000 mt total herring imports to Korea goes to food herring for re-export (extract roe and export) purposes and domestic consumption. Imported herring is mainly consumed by Japanese style restaurants and housewives to make fried herring and herring soups. While roe herring is imported by the large fish processing companies, food herring is usually imported by smaller trading companies and size should be 300 grams and up. Korean importers require 20-30 kg packing for roe herring for re-export purposes, but food herring should be hand laid in vinyl bags before being packed into 7 kg carton boxes. The minimum order is about 20 mt. The peak demand season for herring is from August-September (Korean Thanksgiving) and from January-February (Lunar New Year).