

Mission: 502 Hong Kong

Market: 189 Hong Kong

Key Sub-Sector: Fish, Shellfish and Other Products

<u>Specific Product Opportunities</u>	<u>Current Imports (\$Cdn)</u>
Marine Waterfish NES (frozen)	\$59.0M
Crustaceans NES (chilled/frozen)	\$46.2M
Molluscs NES (chilled/frozen)	\$34.3M
Dried Squid	\$29.0M
Dried Sea-Cucumber	\$20.0M
Frozen Squid	\$15.0M

General Comments:

Hong Kong is a small city with a population of 5.6 million, of which 99 percent is Chinese. Hong Kong is known as one of the heaviest consumers of seafood in the world. Annual consumption per capita equals 40 kg of fish and fish products, or 2,240,000 mt per year. Forty percent of consumption is supplied from local waters, while the remaining 60 percent is imported. The top suppliers to the Hong Kong market are China 30 percent, followed by Japan 10 percent, Vietnam 6 percent, Macao 5 percent and Singapore 4 percent. Canadian exports to this market rose from \$5m Cdn in 1986 to \$17m in 1989. The increase was largely due to promotional efforts undertaken by the Commission for Canada and provincial governments over the 4 year period. Currently, Canadian frozen salmon, geoduck, oysters, dried squid, and sea-cucumber meat etc. are well-established and well-known to the Hong Kong consumers. There is opportunity for more Canadian fish and fish products to gain a greater share of the Hong Kong restaurant trade.

As Chinese prefer to eat live fish, frozen seafood was not found as acceptable for most consumers. However, western style supermarkets carry a variety of frozen products such as salmon, trout, cod fillets, fish cakes and fish fingers etc., and a future demand for convenience food in general can be foreseen. The five star hotels in Hong Kong and the prestigious private clubs are the main users of high value-added frozen seafoods such as lobster, scallops, oysters and white fleshed fish.

Deep Freezer Cod:

Presently there is no importation of this product into this marketplace. However, if Canadian suppliers can supply the item whole gutted according to suppliers specifications, head-on, size 1 kg per piece, and deep frozen at sea for the right price, good opportunity exists in this market. The main users are the Chinese restaurants in the middle to low income range.