

DISTRIBUTION

The Fish Marketing Organization is the primary distributor of fisheries products in Hong Kong, and it is a non-profit organization controlled by the Agriculture and Fisheries Department. The Fish Marketing Organization operates under the Marine Fish Ordinance which also provides for the control of the landing, transport, wholesale marketing and the import/export of marine fish in Hong Kong. The Fish Marketing Organization provides orderly marketing and transport facilities for both primary producers and retailers of marine fish. Surplus earnings are channelled back into the industry in the form of services such as low interest loans to fishermen, modernizing the fish markets, financial support to schools for fishermen's children, and scholarships for secondary and tertiary education.

Marketing channels in Hong Kong are the same as those commonly found in other free-market economies. These include a broad range in size and competence of importers, distributors, agents, franchisers, licensees, direct buyers and retailers. Exporting to Hong Kong is generally less complex than many other Asian countries, with no more than two layers of "middlemen" between Canadian seafood exporters and Hong Kong consumers, usually an importer or agent, and the retailer or distributor. After-sales service by Canadian exporters is highly desired by Hong Kong importers and is an important element for increased sales growth. Sales representatives who can offer customer service are highly sought after in the domestic Hong Kong market.

WHOLESALE/RETAIL CHANNELS

A majority of the wholesale marketing of primary products, particularly fresh foodstuffs, is the responsibility of the Agriculture and Fisheries Department and the Vegetable and Fish Marketing Organizations. As much as 30 percent of locally produced vegetables, and 70 percent of total marine landings are sold through these organizations. The Fish Marketing Organization operates seven wholesale fish markets. Facilities provided in some of these markets have become dilapidated, congested and unable to cope with the increasing volume of marine products. To try and improve the situation, a long-term program has been devised to replace the outdated markets by establishing large modern wholesale market complexes on Hong Kong Island and in Kowloon to centralize the wholesale marketing of fresh foodstuffs. In the interim, the government has established separate temporary wholesale markets at Cheung Sha Wan in Kowloon for imported vegetables, freshwater fish and poultry. Plans are under way to construct a temporary combined wholesale market on the Cheung Sha Wan Reclamation to replace the three existing temporary markets in the area.