

舌尖上的海味

Seafood
Tasting Session



Global Geographic Iconic Food Promotion Conference Proposal

Organizers:



上海冷冻食品行业协会
Shanghai Frozen Food Trade Association

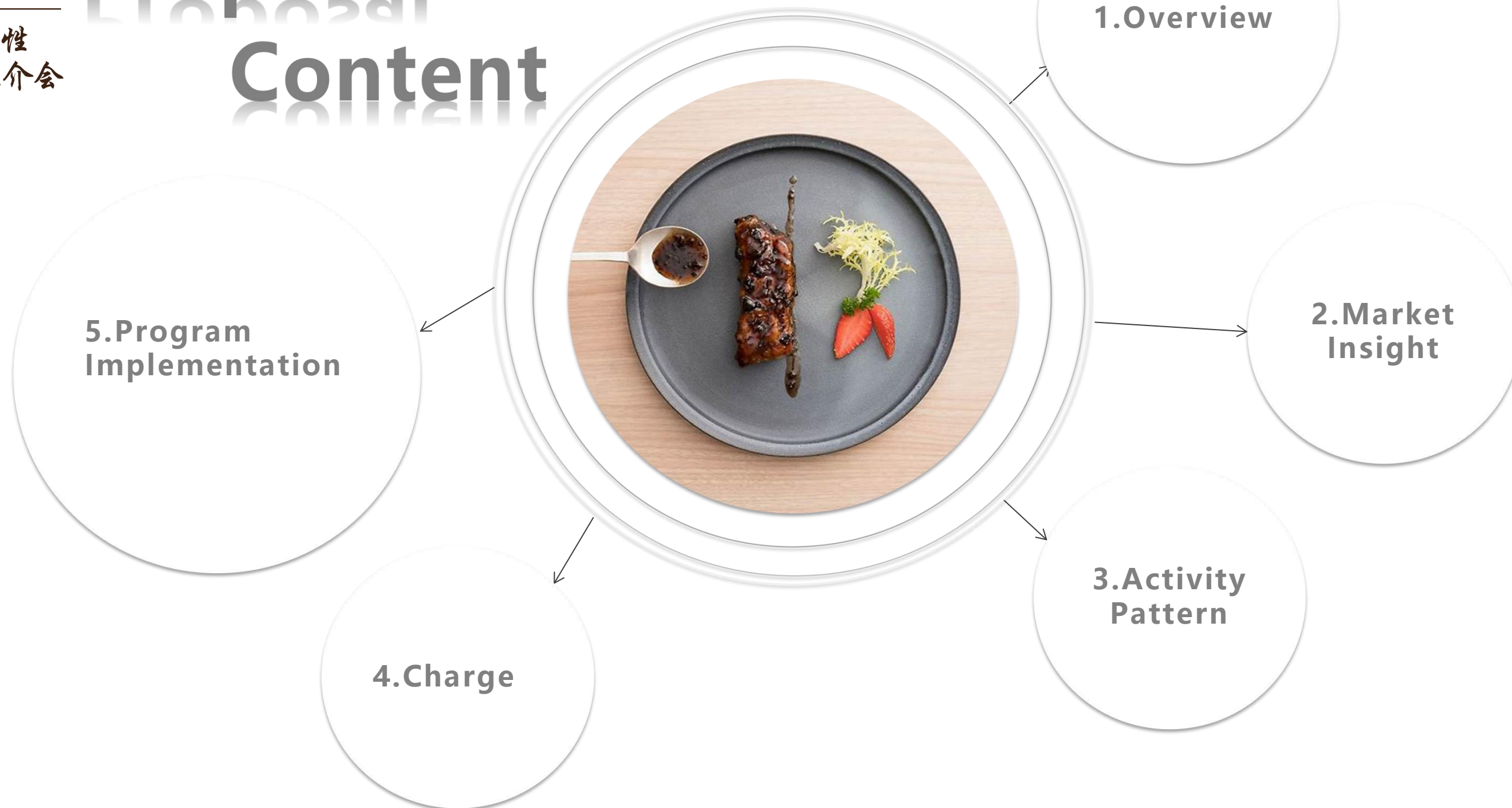


AigeFood
Shanghai



WorldSeafood
Shanghai

Proposal Content



Overview

In this new normality, face-to-face communication between international partners has been hindered, trade has been impacted, business activities and trading methods have changed, major suppliers are seeking reforms to usher in the new era, and importers have tried their best to find partners. With the recovery of China's economy and people's living standards, Organizer will take this opportunity to , advance with the times, build a new platform for both parties, realize diversification of marketing methods, and move forward in the footsteps of industry reform.

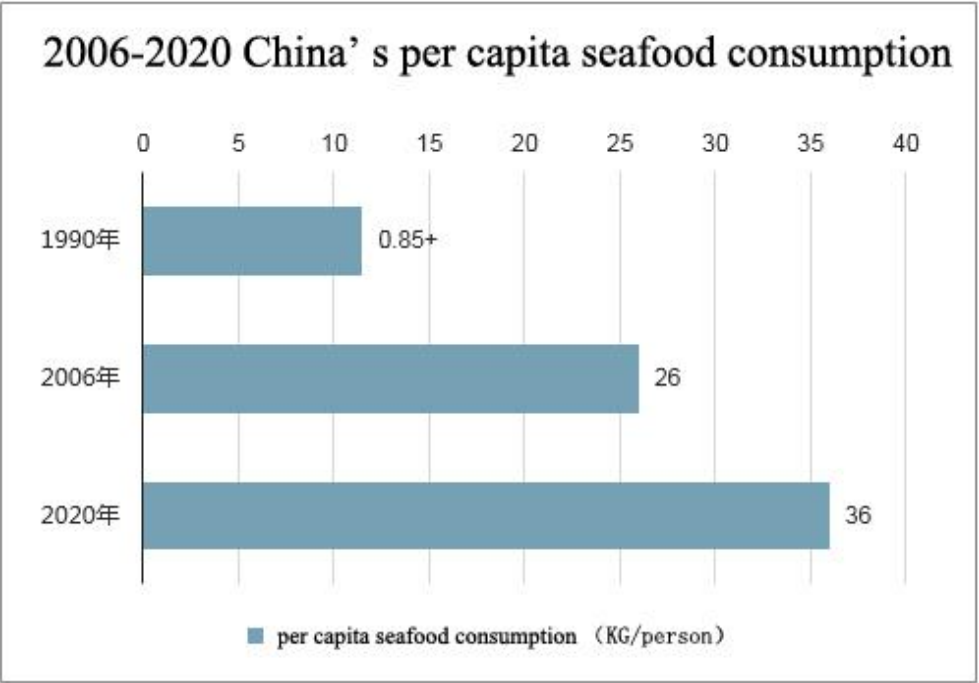
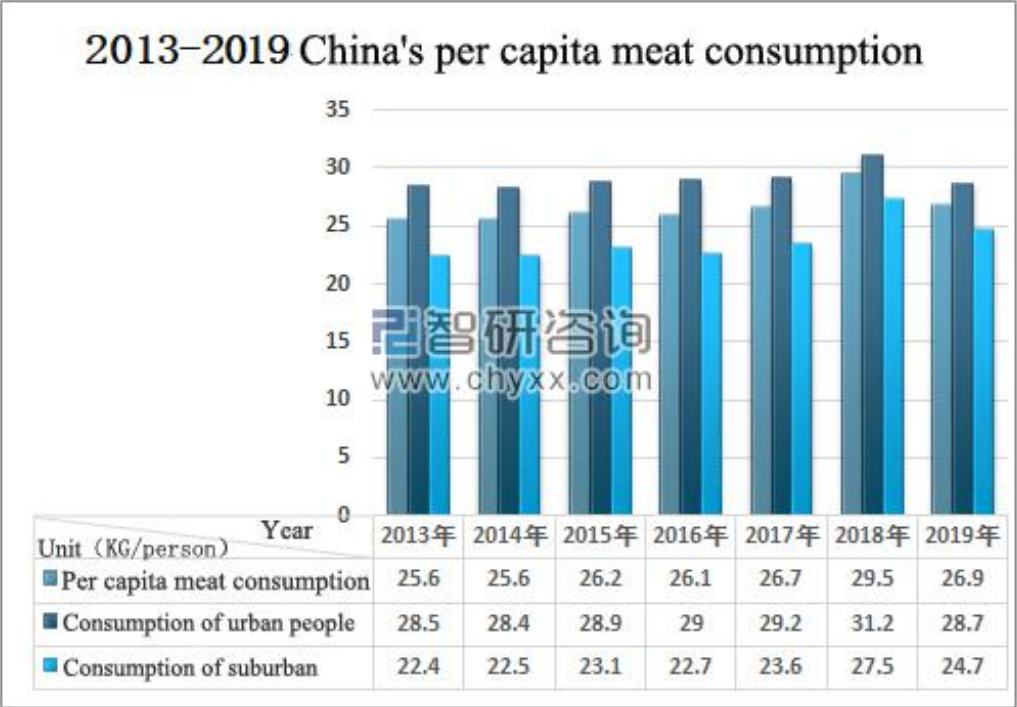


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Market Insights

With the changes in consumption habits caused by the continuous improvement of people's living standards, various deep-processed, frozen, semi-finished, pre-prepared meat products and seafood, as well as convenience foods, functional foods, snack foods and meat and seafood as raw materials The consumption of tourist food will increase significantly. The country's policy of expanding domestic demand and encouraging consumption has provided a broader market for the development of the seafood and meat food industry.

The number of middle class in China has grown to the first place in the world, reaching 109 million people, accounting for 11% of the national population. The middle- and high-income groups represented by the middle class have higher demands for dietary consumption. It is expected that this will bring about continuous improvement and upgrading of residents' dietary structure, and the consumption of high-end imported seafood and meat products will increase. According to statistics, in 2019, China's per capita meat consumption was 26.9 kg and per capita seafood consumption was 35.9 kg. Nowadays, the main consumers in China are getting younger and younger, and the pursuit of food taste and health is getting higher and higher. Imported seafood and meat are generally considered to be of higher quality. There is a huge market opportunity for high-quality seafood and meat products from all over the world.



Activity Pattern

The Shanghai Frozen Food Association, the Shanghai International Fisheries Expo and the Shanghai International Catering Materials Expo jointly planned the promotion of geographically-indicated seafood treasures, and adopted a combination of online and on-site publicity patterns.



On-site mode:

The government or organization can use the image display of the national pavilion and the on-site promotion conference to promote the food materials, so that buyers and consumers can understand the food materials in multiple aspects and multiple dimensions, and promote the food concept to the audience.

The image display of the National Pavilion is a window of the image of the country, and its elements with national characteristics can be used to display the national personality and cultural posture, and share the culture with the public.

The on-site promotion conference provides a platform for the display and promotion of aquatic products. By introducing local seafood culture and characteristic aquatic products, combined with the characteristics of culinary marketing, buyers at home and abroad have a deeper understanding of the local seafood industry and aquatic products. Highlight the advantages, so as to more accurately guide buyers to make high-quality procurement.

Online mode:

Products that need to be promoted can use short video platforms to broadcast live to attract mass traffic, establish product brands and their recognition, and guide consumers' consumption directions and habits. Combined with online conferences, industry forums and other methods to attract more large professional buyers. In view of the different characteristics of the to B & to C customer groups, different solutions are adopted to maximize product brand benefits.

Charge

- Online webinar (1 hour) + on-site promotion conference (1 hour)
Total: USD 6,000
- Image display of the National Pavilion:
USD 350 /m² (Minimum area 36m²)

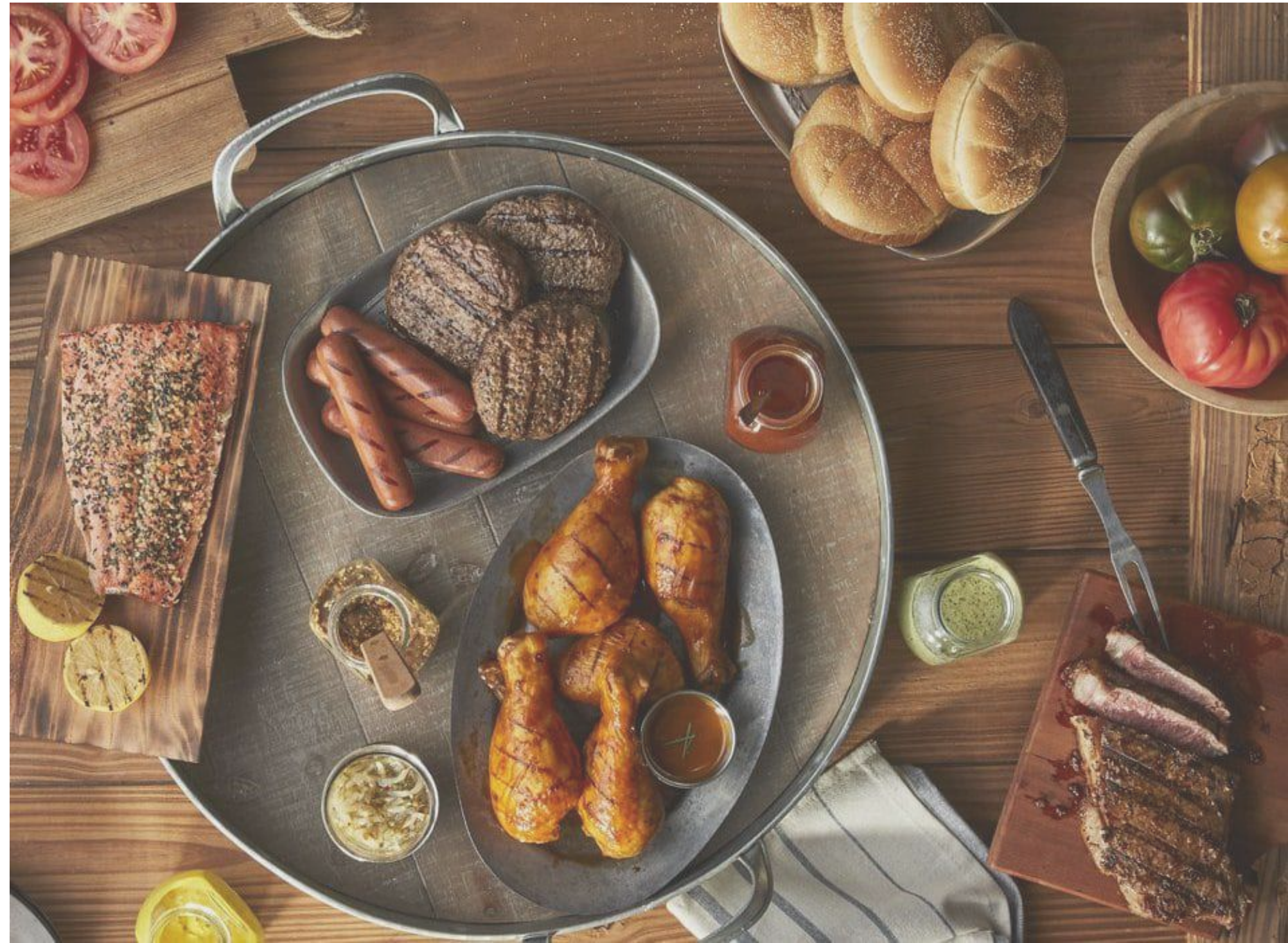


Program Implementation



1. Promo:

The event party prepares a short video of the product introduction within 3 minutes and sends it to the organizer, and the organizer publishes it on its platform as a series of event previews to attract more industry insiders' attention.



2. Online Webinar

Online meetings connect suppliers and large buyers in a live broadcast mode. Suppliers use video, PPT and trade data to do presentation, including Q&A sessions for both parties to communicate.



全球海鲜在线推介系列之 Webinar



[Please clicke here
for more details of
Webinar](#)

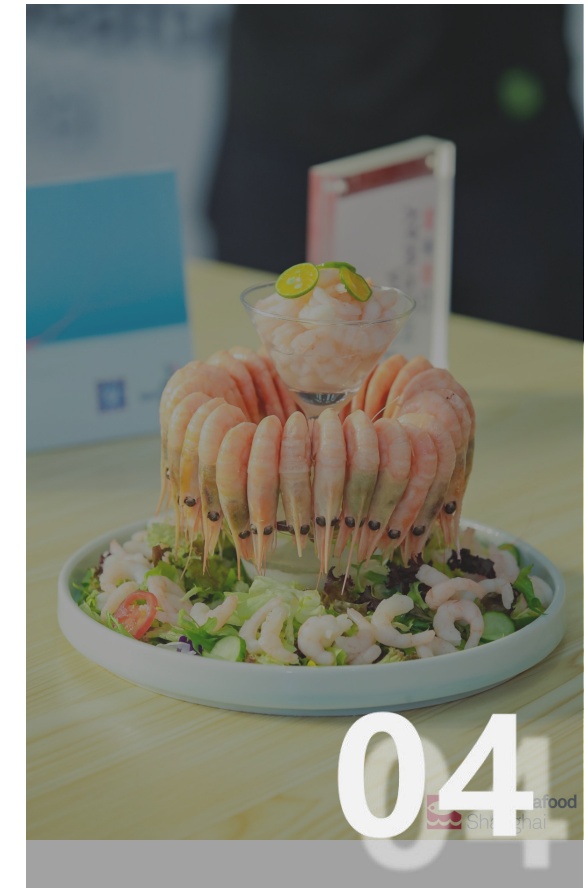
3. On-site Promotion Conference

There will have specialty ingredients, centered on the theme of "healthy, fresh, and innovative", combined with cooking by senior chefs, on-site face-to-face explanations and tastings to expand the structure of the entire event.



[Please click here for more details of on-site conference](#)

3. On-site Promotion Conference





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谢谢观赏

THANK YOU FOR YOUR TIME

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