



Online Conference Proposal

World Seafood Shanghai 2022

Shanghai New International Expo Center, China

24-26 August 2022

Organizers:



www.worldseafoodshanghai.com

Proposal Content



Overview

As COVID-19 spread globally, it might be hard for international partners to communicate face to face. In this new normality, 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 to industry professors, associations, organizations, overseas exhibitors and buyers, match supply and needs, realize diversification of marketing methods, and move forward in the footsteps of industry reform.

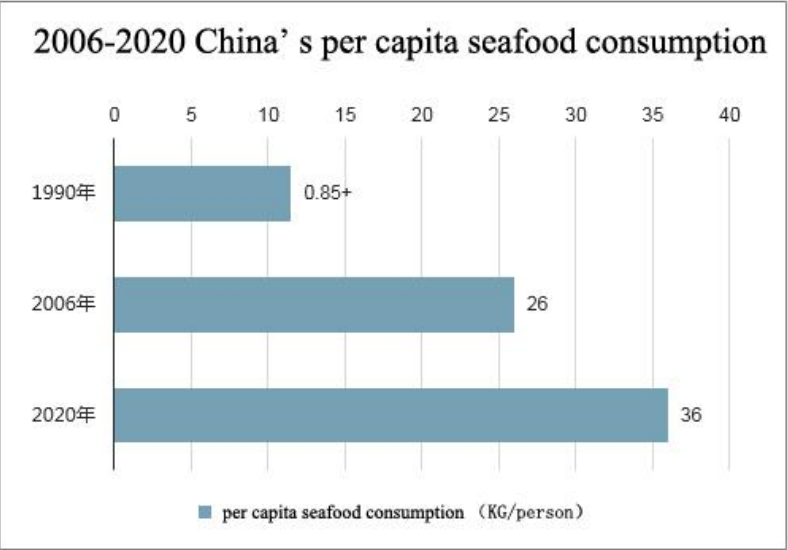
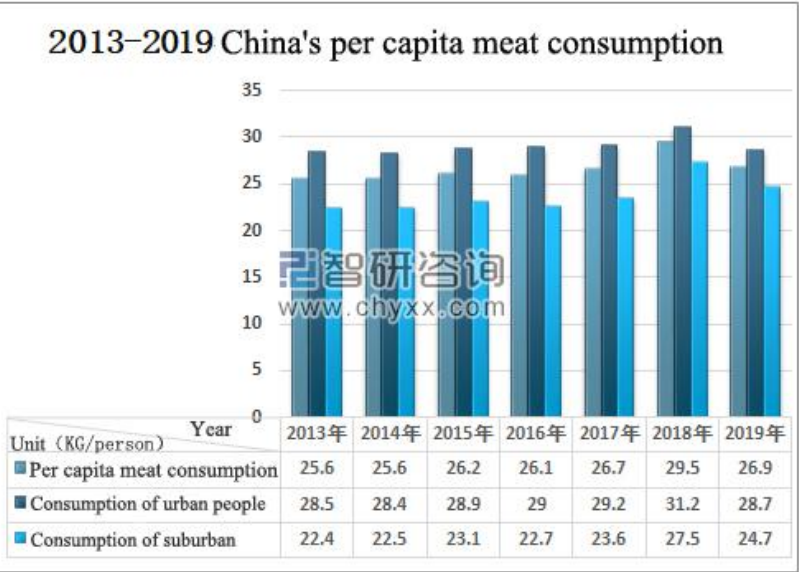
So we hope to invite you with your seafood industry members to take part in the WEBINAR and you can choose a subject as you like, which related to seafood industry in China/global market.



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. On the consumption side, local sales of seafood have reached to 68.5 million MT in 2020, growing 5.1 percent year-on-year. Ask CI predicted seafood consumption in China will total 69.6 million MT in 2021 and will grow to 70.8 million MT in 2022. 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

World Seafood Shanghai (Shanghai International Fisheries & Seafood 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.



Charge

- Online webinar (1 hour)
Total: USD 300



Program Implementation



Preface



As COVID-19 spread globally, it might be hard for international partners to communicate face to face.

In this new normal, we, the organizer of World Seafood Shanghai, plan to hold some WEBINAR/online conference.

We hope to offer an online platform to industry professors, associations, organizations, overseas exhibitors and buyers, to share their seafood market / products/brand information, matching supply and needs, know more about each other.

So we hope to invite you with your seafood industry members to take part in the WEBINAR and you can choose a subject as you like, which related to seafood industry in China/global market.

Pre-live



- The organiser communicates with spokesman to determine the theme; Spokesman send the promotional video to the organiser. The organiser advertises in the official media;
- Spokesman prepare PPT materials; the following items are for reference:
 - a. Introduction
 - b. Product introduction
 - c. Introduction
 - d. Export data
 - e. Outlook for the future market
- Spokesman please send files to the organiser for backup;
- The organiser discusses the details with spokesman; the organiser collects the questions of interest to the buyer, spokesman can prepare for questions in advance.

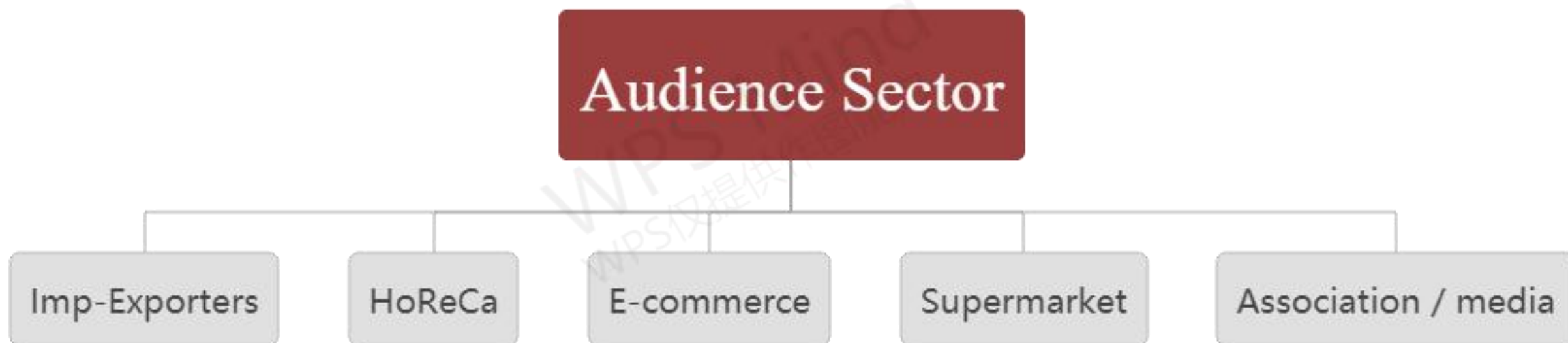
Proposed Topics:



- 1.How has COVID-19 shifted the global supply and trade?
- 2.How has marketing to consumers changed in the past few months?
- 3.What are industry leaders doing to innovate their products to meet the needs of consumers during COVID-19 period?
- 4.How might the seafood industry restructure in the coming months and years ?
- 5.What featured seafood products in your market? Where are the main markets located?
- 6.What are the popular categories in Chinese market?

(Above topics are only for your reference.)

B2B Platform



Live Streaming



- The organiser gives an opening remark and introduces spokesman;
- The spokesman starts to speak and PPT presentation;
- 5 - 10 minutes Q&A session;
- The organiser issues a closing statement.

◆Remarks: Live lasts for 1 hour, the default live broadcast time period is 14:00-15:00, if there has an overseas spokesman, we need to discuss on the time separately.

After Live



- The organiser establishes a WeChat group to allow buyers and suppliers to communicate in real time. The group is only kept for one week.
- The organiser collects the information of interested buyers and makes a list sending to spokesman.

Webinar Collection

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



全球海鲜在线推介系列

Webinar

Organiser : World Seafood Shanghai



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



舌尖上的海味

Seafood
Tasting Session

谢谢观赏

THANK YOU FOR YOUR TIME

Contact Info:
Fay Lam
Tel: +86 21 61270392
E-mail: fay.lam@ite-gehua.com

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