



# ASEAN Seafood Show

Thailand's first specialized Seafood Expo

# Show Overview

Join the biggest players in the fisheries industry at Thailand's first, specialized seafood exhibition, the ASEAN Seafood Show. Designed especially for business in the seafood industry, the ASEAN Seafood Show brings together the strongest seafood business in Asia for a business oriented show designed to expand your opportunities. Expanding on Coex's expertise in food related exhibitions, the ASEAN Seafood Show provides an all new business platform in the heart of Thailand Join us for a variety of incredible business and networking opportunities in Bangkok!

Title	ASEAN Seafood Show
Dates	September 14-16
Venue	IMPACT, Bangkok, Thailand
Organizer	Coex Co. Ltd, IMPACT
Scale	300 companies
Concurrent Events	1:1 Biz-match Meeting Program



# Why Thailand?

## A top tier market of exports and imports

Thailand produces over 4 million tons of seafood every year, making them the 9<sup>th</sup> largest producer of seafood products. As a major producer, they are also the 3<sup>rd</sup> largest exporter of seafood, following the heels of China and Norway. However, since Thailand's fisheries are heavily concentrated on Macrura and Catfish, they can not sustain the local market with only domestic products. As a result, they are the 5<sup>th</sup> largest importer of fishery and seafood products in Asia.

# Thailand Seafood Import Demands



## Seafood Processing

Thailand has a large market for imported fish and seafood ingredients and inputs used by the seafood processing industry. The canning industry has a significant focus on tuna. Mackerel and Sardines are also important.



## Service Industry

Thailand has a large number of Japanese, Korean, and Chinese restaurants, and with them a range of demands. Sushi is very important for the salmon market. Korean restaurants have a demand for mackerel, and Chinese restaurants have high demand for crabs and lobster.



## Specialty Foods

Thailand has a niche market of imported fish and seafood for purchase by expatriates and upper-income Thais who have been exposed to foreign fish.



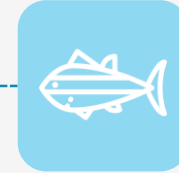
# Thailand Seafood Import Demands

Thailand is the 5<sup>th</sup> largest importer of seafood and fisheries products in Asia. In 2013, the country imported \$3.2 billion worth of seafood from 118 countries. The top four products imported to Thailand were Frozen Tuna/Skipjack/Bonito; Frozen Cuttlefish and Squid; Frozen Yellowfin Tuna; Frozen Fish

Frozen  
Tuna/Skipjack/Bonito  
US \$1.2 Billion



Frozen  
Yellowfin Tuna  
US \$244.1 Million



Frozen  
Cuttlefish and Squid  
US \$280.8 Million



Frozen Fish  
US \$236.2 Million



# Thailand Seafood Imports By Region

\*Top imported products in 2013 based on Thai import data

Rank	Country	Total Import Value (US\$)	Top Import Supplied	Top Import Value (US\$)
1	United States	335,628,682	Frozen tuna/skipjack/bonito	207,806,726
2	Taiwan	319,911,271	Frozen tuna/skipjack/bonito	237,604,829
3	China	304,473,848	Frozen tuna/skipjack/bonito	56,687,864
4	Indonesia	246,105,755	Frozen fish, NESOI	97,784,287
5	Japan	218,137,730	Frozen tuna/skipjack/bonito	57,412,852
6	South Korea	215,435,332	Frozen tuna/skipjack/bonito	138,131,963
7	Vanuatu	187,835,151	Frozen tuna/skipjack/bonito	150,492,618
8	Vietnam	145,500,249	Frozen cuttlefish and squid	38,073,462
9	India	130,330,418	Frozen cuttlefish and squid	52,940,829
10	Norway	119,767,489	Frozen Atlantic and Danube salmon	32,095,908

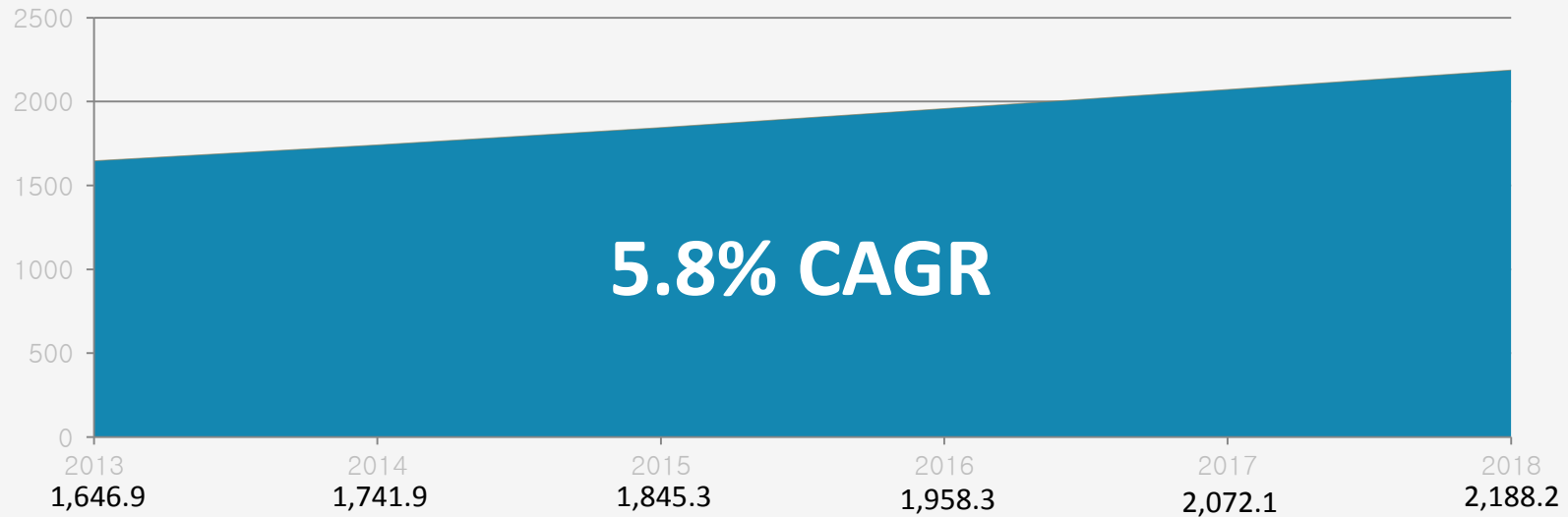
# Thailand Seafood Imports By Product

\*Top imported products in 2013 based on Thai import data

Rank	Top Import	Import Value (US\$)
1	Frozen tuna/skipjack/bonito (excluding fillets, livers, roes)	1,194,453,078
2	Frozen cuttlefish and squid	280,799,637
3	Frozen yellowfin tuna (excluding fillets, livers, roes)	244,108,022
4	Frozen fish, NESIO	236,240,575
5	Non-minced prepared/preserved tuna/skipjack/bonito, whole or in pieces	124,778,583
6	Frozen albacore or longfinned tuna (excluding fillets, livers, roes)	121,831,104
7	Frozen sardines or sardinella	112,606,862
8	Frozen shrimp and prawns	91,450,875
9	Frozen trout	78,036,955
10	Frozen Pacific salmon	71,208,273

# Forecast Fresh Fish and Seafood Retail Volume Sales

\*data represented in '000 tons



## New Product Launches

There were 389 new processed fish products launched in the Thai market between August 2011 and August 2014. The most popular storage type was frozen, followed closely by chilled. The majority (83%) of the new launches were branded products.



### Sea Shrimp Bomb

**Company:** K.L. Cold Storage

**Brand:** Sam Samut

**Price:** US\$1.52

**Description:** A halal-certified product that can be deep-fried in one minute



### Lobster Flavoured Claw

**Company:** Thaveevong Industry

**Brand:** TVI

**Price:** US\$2.49

**Description:** A ready-to-eat product that can be used as a noodle, salad, or sushi topping.



### Quality Smoked Salmon

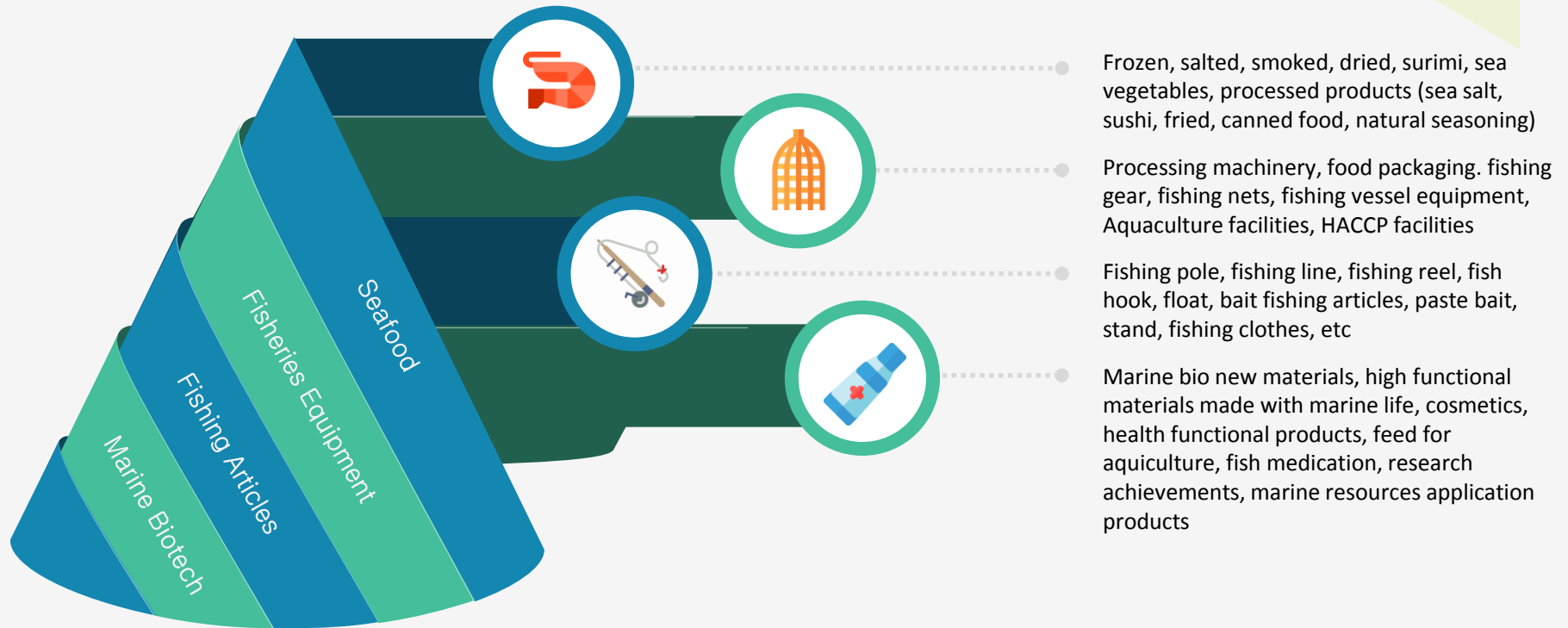
**Company:** Thammachart Seafood Retail

**Brand:** Just Smoked

**Price:** US\$18.55

**Description:** From selected sources such as Norway, Ireland, Scotland, Chile, and Canada.

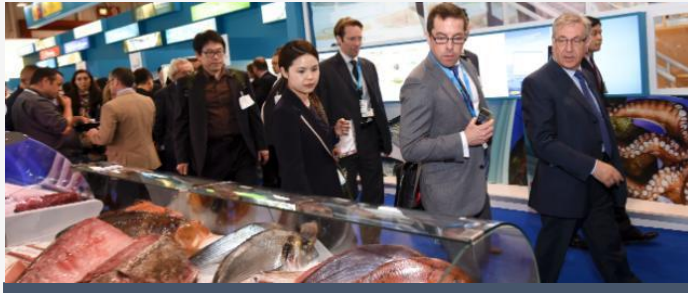
# Exhibition Items



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# Who should visit?

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- Airline / Cruise line
- Bar / Club
- Distributor
- Government / Military
- Grocery
- Catering
- Hotel / Restaurant
- Import / Export
- Manufacturer
- Processor
- Supermarket
- Wholesale
- Others

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# Why Participate?

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## Unprecedented Opportunity

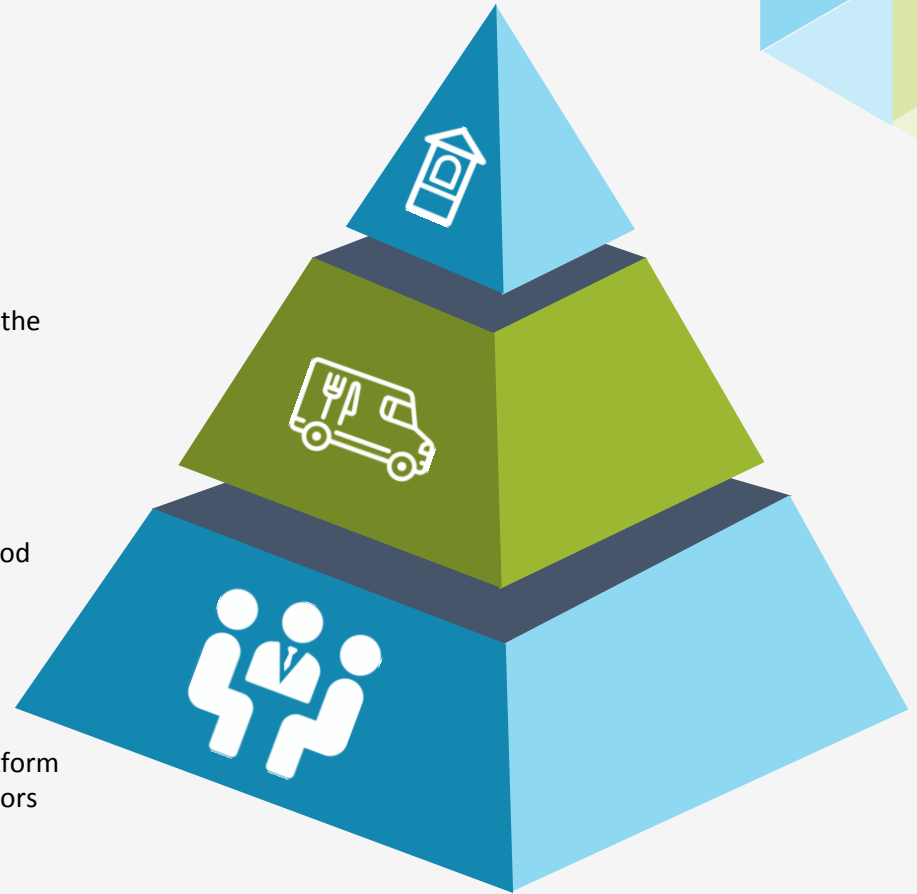
The ASEAN Seafood Show is the first, specialized seafood exhibition in Thailand. There is no other show that offers the same access to a comprehensive network of key seafood industry players.

## Growing Market

As one of the largest seafood markets in Asia, Thailand's seafood industry continues to see growth. By 2018, seafood retail sales are expected to grow 5.8%.

## B2B Focused

The ASEAN Seafood Show serves as a prime business platform by providing a 1:1 biz matching program between exhibitors and buyers. There is no other seafood show in Thailand offering the same business matching program



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# National Pavilion Package

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## Premium Pavilion Package

Upgraded booth design, guaranteed business matching,



## One-Stop Service

Translation services and assistance with hotel and airfare arrangement.



## Promotion

Free advertising on our official website and promotional opportunities in our e-newsletter.

## What is the National Pavilion Package?

The National Pavilions at the ASEAN Seafood Show showcase a collection of seafood-related businesses from the same country. All national trade promotion agencies and foreign embassies are eligible for the National Pavilion Package at the ASEAN Seafood Show.



# Participation Guidelines

Booth Type	Unit Price	
Premium Pavilion (for embassies/associations/groups)	\$3,800/booth (Min. 5 Booths)	
Shell Scheme	\$3,300/booth	
Space Only	\$3,000/booth	

**Submit Application**

Deadline : July 31<sup>st</sup> 2017



**Send Down Payment**

50% of the total fee paid within one week of application submission.



**Send Final Payment**

Deadline :



# ASEAN Seafood Show

## Contact

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