



# Exploring Market Opportunities for Aquaculture Products

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**INFOFISH**



- Intergovernmental organization established in 1981 to provide marketing information and technical advisory services to the fisheries industries in the Asia-Pacific region and beyond.
- Development of fisheries and aquaculture sector through the publication of marketing and industry-related information

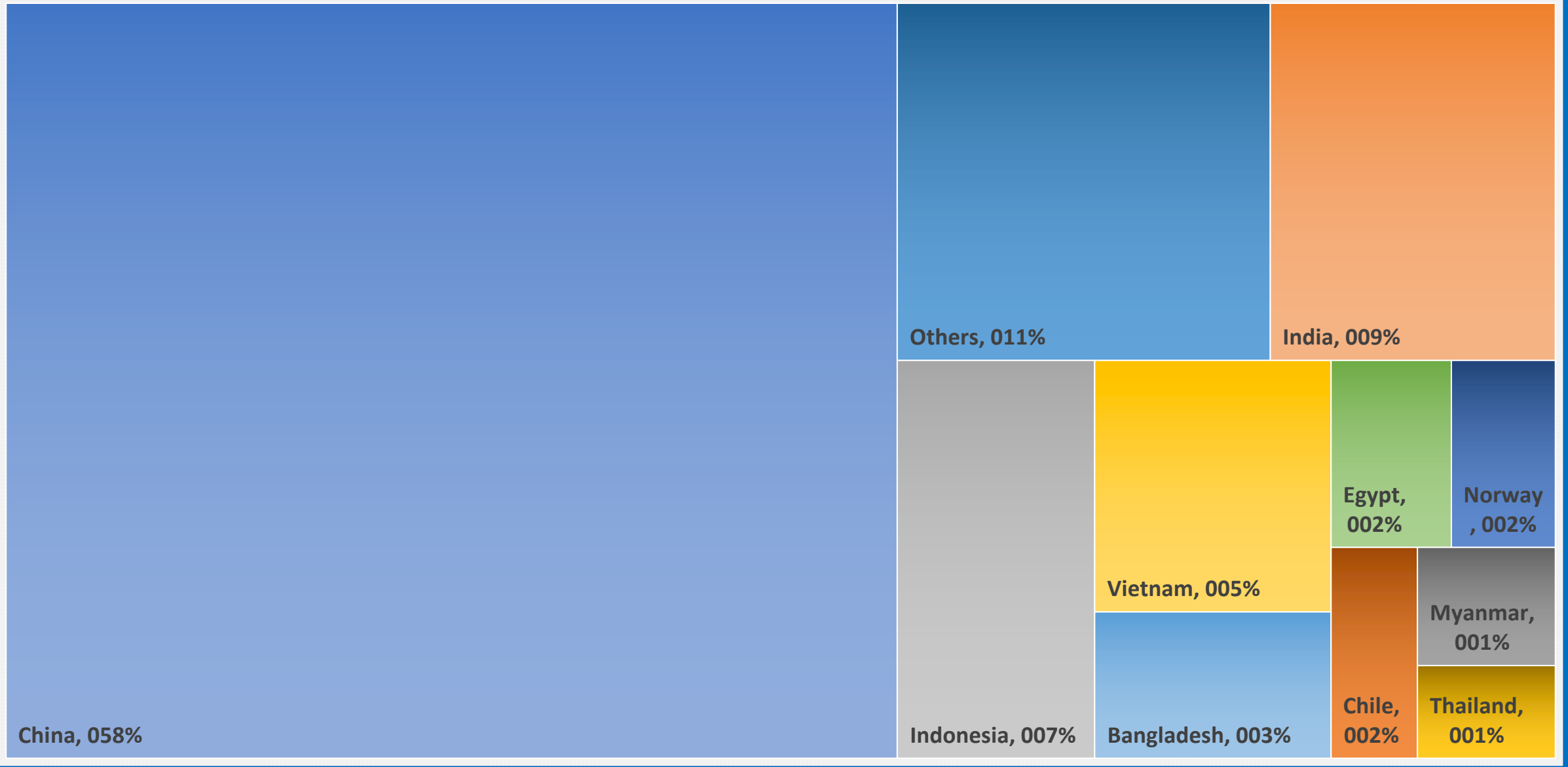
INFOFISH International magazine  
INFOFISH Trade News  
INFOFISH website ([www.infofish.org](http://www.infofish.org))

- Conduct training programmes, workshops and seminars, organization of conferences, business-to-business meetings and by executing a variety of projects in the fields of trading and marketing, processing, aquaculture and fisheries.



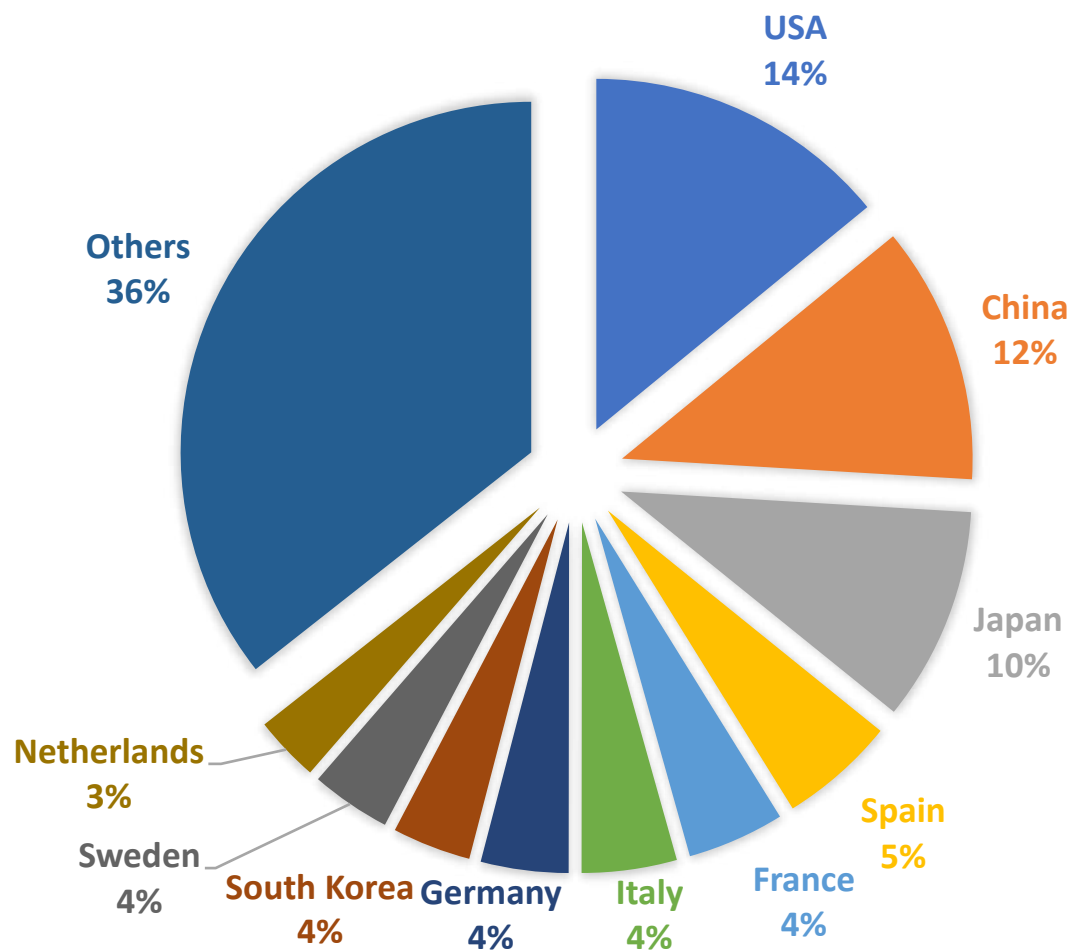


## World Aquaculture Production (excluding aquatic plants) 2018 by Volume



Source: FAO FishStat

## WORLD FISHERY IMPORTERS (BY VALUE) 2019

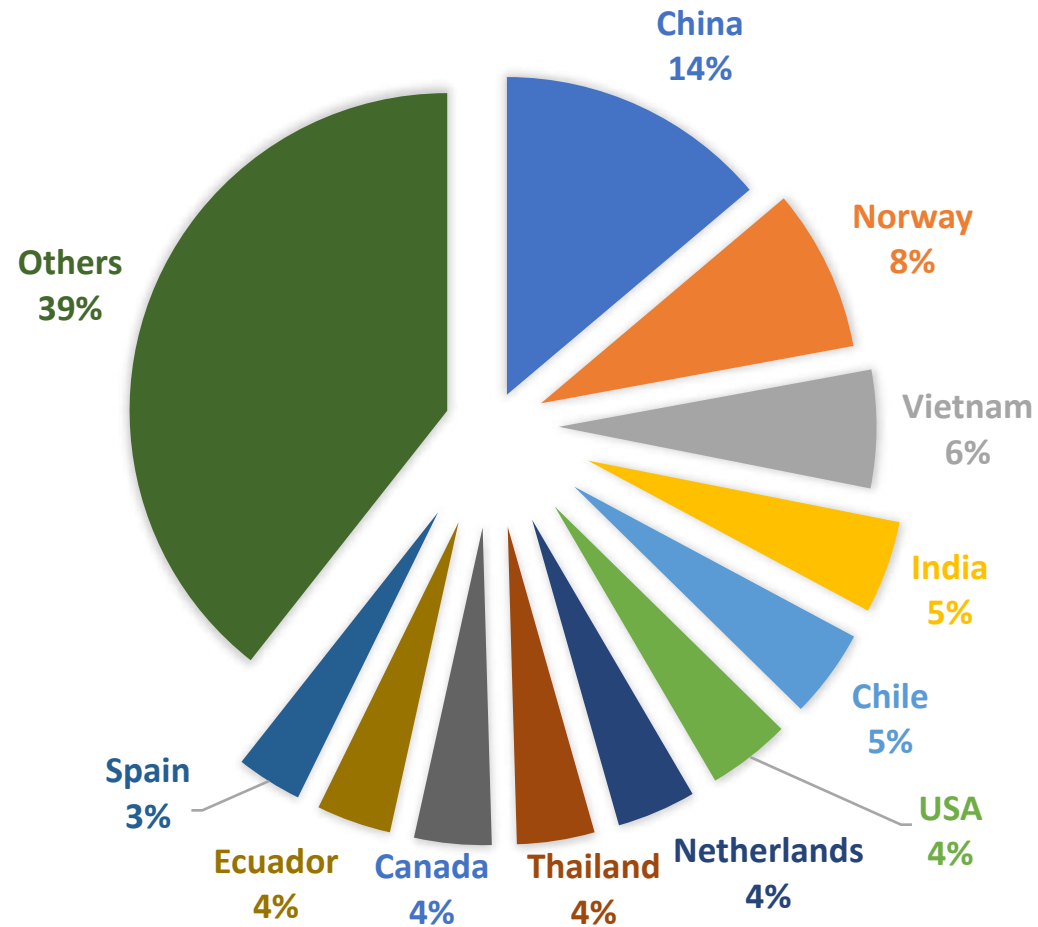


- Top importers of fish and fishery products by value - USA, China, Japan and Spain.
- China became the 2<sup>nd</sup> top importing country in 2019

Source: International Trade Centre, Trade Data Monitor



## WORLD FISHERY EXPORTERS (BY VALUE) 2019



- The top seafood exporters by value – China, Norway, Vietnam, Thailand, India, USA and Chile

Source: International Trade Centre, Trade Data Monitor





**CFC/FAO/INFOFISH Project on Promotion of Processing and Marketing of Freshwater Fish Products: Bangladesh, India, Indonesia, Pakistan and Sri Lanka (CFC/FSCFT/18)**



Exploring market opportunities requires an assessment of the market/product opportunities in the domestic/regional/international markets.

**Activity:**

- In-depth assessment of the existing market of aquaculture products in domestic/regional/international;
- Identify the growth potential of these markets
- Market surveys
- Visit to target markets

**Output:** Identification of

- Production cost/price structure
- Strengths/ weaknesses of competing products in the target market
- Products with appropriate presentation (aesthetic, packaging, labelling)
- Potential markets



# Preparation of the product

## Activity:

- Aquaculture production using Good Aquaculture Practices (GAqP)
- Proper dissemination of regulations and guidelines to fish farm and processing plant owners and staff.
- Provision of trainings and workshops for capacity building (GAqP, product safety training programme)
- Provisions of demonstration workshops on value added products with practical approaches to seafood safety/ sustainability criteria including eco-labelling and traceability
- Technical assistance in handling, processing and marketing of fishery products
- Regular monitoring

## Output:

- Raw material with quality control and safety assurance
- Product safety





# Others

## **Activity:**

- Investment seminars
- Trade and marketing workshops
- Regional workshops to bring together industry, policy makers/ planners, potential importers and investors from the target market and beyond
- Introduction of the product to the market



# Introduction of the product to the market

## **Activity:**

- Conduct a National Fish Day
- Participate at Seafood Expo (North America, Seafood Expo Global, Asia, Russia, etc)



ACTIVITIES FOR INFOFISH MEMBER  
COUNTRIES EXPLORING MARKET  
OPPORTUNITIES







## Training of Trainers on Good Aquaculture Practices and HACCP, Cambodia







Shrimp Farms in Bangladesh – beneficiary of the freshwater fish project

With only trial production of shrimp and finfish from GAP/ HACCP farms, they have secured deals with the largest supermarkets in the city







## Exposure Visits and Training in Milkfish Farming in the Philippines (Malaysia, Bangladesh, Maldives and Thailand)







Training of Trainers Programme on Seafood Value Addition,  
Kochi, Vizag and Mumbai, India





Demonstration of tuna loining at Neptune Fishery Company, Lae, Papua New Guinea



Demonstration workshop in Karachi, Pakistan in progress



Group photograph of Maldives Workshop



Demonstration workshop, Maldives, in progress at the processing plant of Maldives Industrial Fisheries Company (MIFCO)

### PLATE 3



Cold smoked tuna loin



"saku" blocks



A range of minced tuna products; from left: tuna sausages, tuna salami, tuna loaf and pet food



Frozen tuna steaks in a catering pack

Development of value-added tuna product samples suitable for export to major markets from PNG and Maldives







## Training on Fish Trade and Market Analysis/Fish Trade Analysis, Value Chain Analysis and Fish Supply Demand

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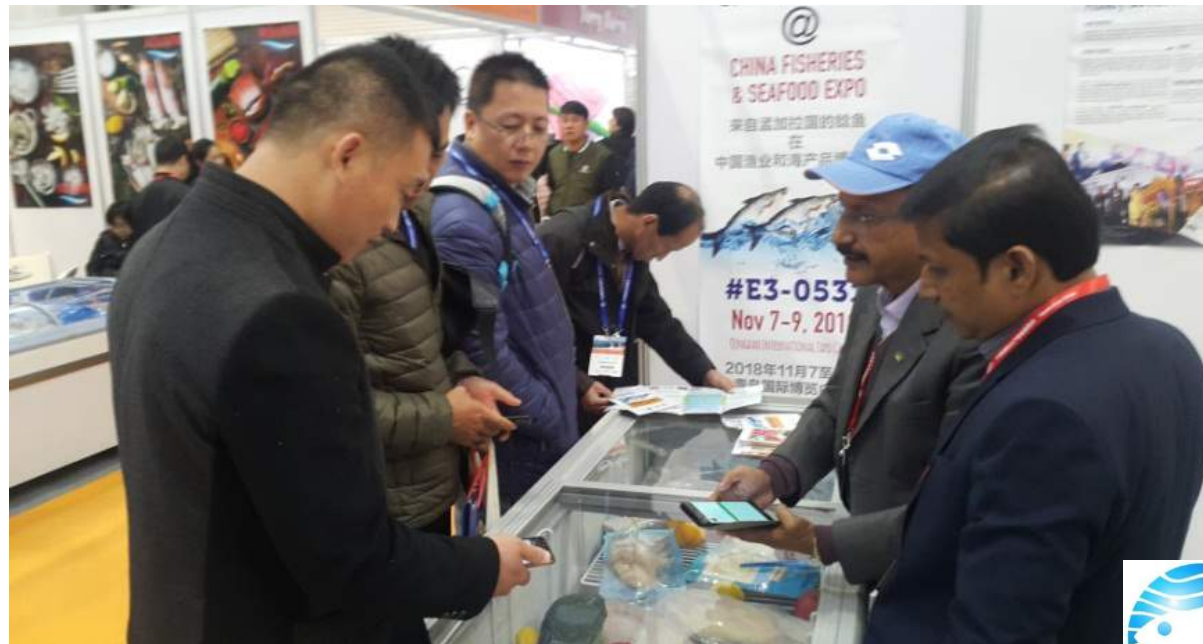
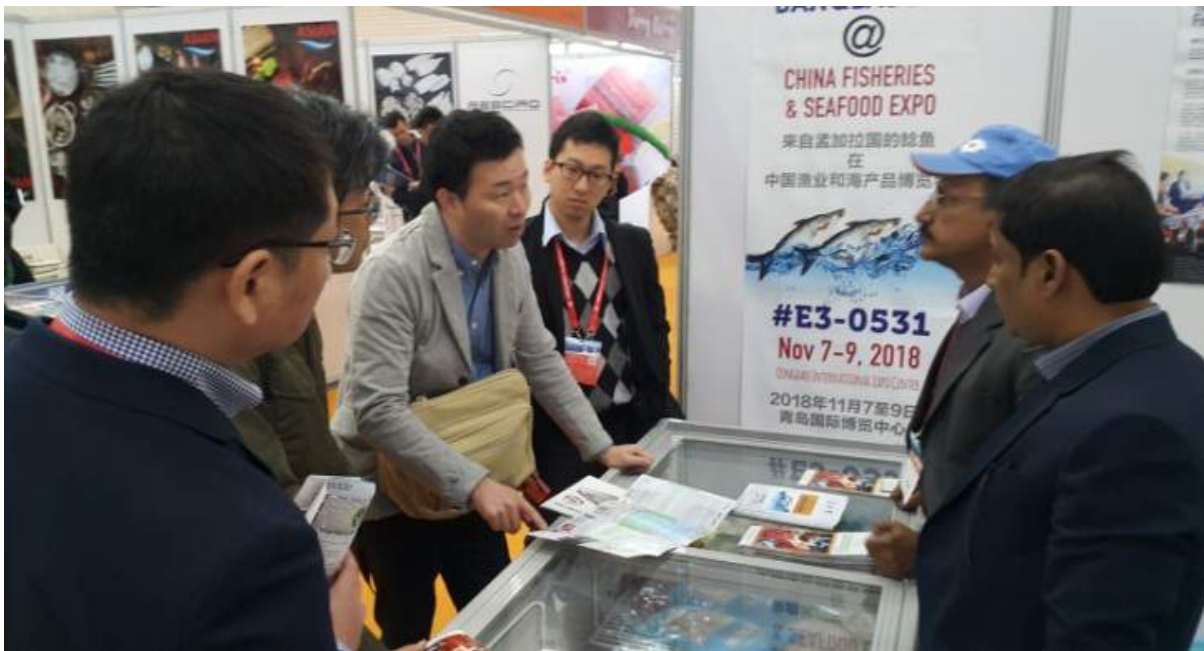




## CFC/FAO/INFOFISH Project on Promotion of Processing and Marketing of Freshwater Fish Products: Indonesia







# SUMMARY

- In-depth market/product assessment
- In achieving wider market scope and value added products, there must be adequate supply (with emphasis to sustainability)
- Product quality and safety
- Product introduction to proper platforms

