



ACCESSING THE CHINESE MARKET FOR FISH PROCESSING



The Trade Council of Denmark in China is planning to host a program concerning the possibility for Danish fish tech companies to enter the Chinese market for fish processing in the near future.



China, the world's largest producer of fish, is experiencing a dramatic growth in per capita fish consumption and is also the global leader in fish export. China produces more than one third of the world's total fishery supplies and accounts for more than 60 % of global aquaculture output. China will consume some 63 million Mt of fishery products in 2022, a 26 % increase over current figures. With the Chinese government's central objective to obtain as high degree of self-sufficiency as possible, solutions for optimizations of quality and efficiency throughout the entire value chain is a key priority.



Therefore, there is a good reason to take part in this development from the Danish side. Rising family incomes and growing consumer demand for high quality oven-ready food is likely to create a growing domestic market for processed food as younger working families look for fast, modern, time saving home dining solutions. The Danish sector for fish processing contains long-standing tradition and substantial know-how, and from a Chinese point of view the sector possesses a great amount of competencies that can contribute to the fast development and modernization of the country's fish processing sector.

Meeting central decisions makers is therefore also an essential step towards a successful entry. For Danish companies wishing to take part in this development now is the time to enter this fast-growing market.

Goal: The primary objective of this event is to establish contact to central key stakeholders in the Fish processing industry, with the purpose of getting Danish companies into this fast-growing market.

How: Through an intensive program, The Trade Council of Denmark in China will showcase Danish strongholds within Fish processing to central Chinese decision-makers with an intensive focus on the possibilities to feed in throughout the entire value chain to the China's fast-growing market.

Value: This event will give you and your business partners a unique opportunity getting access to central key stakeholders (government, officials and business). Furthermore, we will be arranging B2B meetings with potential distributors, processing facilities and managers during the visit.



For more information please contact the Trade Council of Denmark in China:

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