




**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

## **INVITATION TO AN ONLINE SEMINAR ON THE CHINESE AQUACULTURE MARKET**

### **Aquaculture market in China**

With one-fifth of the world's population, China is the world's biggest producer and consumer of fish and seafood products. China accounts for one-third of the world's fisheries production and two-thirds of the world's aquaculture production.

According to the FAO, the value of the Chinese fish and seafood market is expected to grow to US\$53.5 Billion by 2027. Supporting this growth is the National Plan for Developing Agriculture Infrastructure (2023-2030) that includes a focus on the development of modern, intelligent and sustainable aquaculture systems, and cold chain logistics for the fisheries sector.

 This has created an urgent demand for equipment and sustainable solutions for the Chinese aquaculture industry, and Trade Council China has been contacted by the China Fisheries Association and the Seafood Specialised Commission of China National Food Industry Association that are interested in knowing more about what the Danish industry can provide.

### **Demands from the Chinese market:**

- Smart aquaculture farm systems, including zero emission systems and high efficiency/low production costs systems.
- Wastewater management solutions.
- Cooperation on aquaculture feed research and development.
- Exchanges of now-how on aquaculture disease prevention and control.

This provides opportunities for Danish suppliers to the aquaculture industry, and Trade Council China cordially invites you to a webinar to learn more about the market potential from policy makers, industry researchers and key stakeholders from the Chinese aquaculture industry.



Date:

**May 27, 2024**

Time:

**10:00-11:00**

Online on Microsoft Teams

### **About TC Food Team China**

- On location with 10 professional commercial advisors in Beijing, Shanghai, Guangzhou and Taipei.
- Extensive market entry, regulatory affairs and market development expertise for China.
- Extensive experience in supporting Danish companies in their export to China.

### **What TC China can provide**

- ✓ Market information, including on policy developments, rules and regulations.
- ✓ Assist in adapting your business model to fit the Chinese market context.
- ✓ Tailor-made local business support, including partner searches and matchmaking.
- ✓ Setting up and supporting business meetings with local partners.
- ✓ Representing your business in China in meetings and conferences etc.
- ✓ Arranging market visit and exhibition pavilions to help expand your business opportunities.

### **Contact**

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