

SeaWeb's
10th International
Seafood
Summit

Hong Kong • 6–8 September 2012



The **Seafood Summit** is an annual event bringing together global representatives from the seafood industry and conservation community for in-depth **discussions, presentations** and **networking** around the issue of sustainable seafood. The goal of the Summit is to foster dialogue and partnerships that lead to a seafood marketplace that is **environmentally, socially** and **economically sustainable**. The Summit, which has traditionally been held in Europe and North America, will celebrate its 10th anniversary in 2012. **In addition to the core program there will be a series of unique field trips and topical workshops before and after the Summit.**

Who attends the Seafood Summit?

The Seafood Summit is attended by a diverse group of seafood industry professionals including producers, processors, distributors, buyers, retailers, chefs and restaurateurs, as well as conservation groups, policy makers, academics and the media. **The Summit is the only event where all stakeholders come together around sustainable seafood.** Over the course of the last five years, the Summit has grown exponentially, with the past two Summits being completely sold out, having exceeded capacity before registration closed.

Why Hong Kong?

Hong Kong is the key finance and business center in Asia. In addition to being the primary seafood trading hub in the region and having many well-known seafood markets which sell fish from all around Asia, Hong Kong is also an entry point to mainland China and is readily accessible from destinations around Asia and the rest of the world.

Key Facts about the Asian Seafood Market

- Almost 90% of global aquaculture production takes place in Asia with China alone accounting for over 25% of world production
- 8 of the top 10 aquaculture producing countries are in Asia
- 6 of the top 10 marine and inland fisheries producing countries are in Asia

- While fisheries and aquaculture are major employers in many regions, 85% of all people employed globally in the fisheries and aquaculture sector reside in Asia
- China is the largest seafood exporter at almost US\$10.2 billion annually

Key Sustainability Issues in Asia

Some of the sustainable seafood issues in Asia include:

- Food security—fish is a key protein source in Asia, with Japan consuming over 60 kg (132 lbs) per capita per year, making the provision of sustainable seafood crucial
- Consumer demand—sustainable seafood is not yet pervasive in the region and the value of sustainable seafood needs to be articulated more clearly to Asian consumers to drive demand
- Production and processing—Asian suppliers are looking for tools, management and financial support, improved policy and relationships that will enable greater sustainable production
- Shark finning—shark fin soup is a traditional Chinese dish steeped in culture; however, the practice of shark finning is a controversial conservation issue
- Live seafood trade—reef and other fish (freshwater, estuarine and open ocean) are transported live to markets; this is a US\$1 billion industry
- Illegal, unreported, and unregulated fishing—traceability has become a critical issue both for legal and food safety concerns in Asia, a major processing region

Sustainable Seafood Movement in Asia

Bringing the Seafood Summit to Asia is an important step for helping the sustainable seafood movement engage more effectively with the Asian marketplace. Enhanced engagement with this region will be critical to the future success of the global sustainable seafood movement.

Can I exhibit at the Seafood Summit?

Due to limited floor space Seafood Summit 2012 will not offer exhibition space. However, there are other marketing opportunities available to sustainable businesses, including sponsorship. Please contact us at seafoodsummit@seaweb.org for more information.

About Seafood Choices

Seafood Choices is an international program of SeaWeb that convenes and connects a global network of leading voices across the international seafood industry, to create a dynamic, neutral place for dialogue and collaborative action.

About SeaWeb

SeaWeb uses the science of communications to fundamentally shift the way people interact with the ocean. To accomplish this important goal, SeaWeb convenes forums where economic, policy, social and environmental interests converge to improve ocean health.

For additional information please contact:

seafoodsummit@seaweb.org

www.seafoodsummit.org

