

WORLD SeaFOOD

Shrimp and prawn are important types of seafood that are consumed worldwide.

Salmon is the common name for several species of ray-finned fish in the family Salmonidae. Other fish in the same family include trout, char, grayling and whitefish.

Crabs are decapod crustaceans of the infraorder Brachyura, which typically have a very short projecting "tail", usually entirely hidden under the thorax.

octopus

The octopus is a soft-bodied, eight-limbed mollusc of the order Octopoda. Around 300 species are recognised, and the order is grouped within the class Cephalopoda with squids, cuttlefish, and nautilus.

lobster

Lobsters are a family of large marine crustaceans. Lobsters have long bodies with muscular tails, and live in crevices or burrows on the sea floor.

Mussel is the common name used for members of several families of bivalve molluscs, from saltwater and freshwater habitats. These groups have in common a shell whose outline is elongated and asymmetrical compared with other edible clams, which are often more or less rounded or oval.

World Seafood Shanghai

第15届上海国际渔业博览会

15th Shanghai International Fisheries and Seafood Exhibition

第15届上海国际水产养殖博览会

15th Shanghai International Aquaculture Exhibition

2020.8.26-28

上海新国际博览中心
Shanghai New International Expo Center

主办单位 Organizers



Preface



As COVID-19 spread globally, it might be hard for international partners to communicate face to face.

Under this situation, we, the organizer of World Seafood Shanghai, plan to hold some WEBINAR/online conference.

We hope to offer an online platform to industry professors, associations, organizations, overseas exhibitors and buyers, to share their seafood market / products/brand information, matching supply and needs, know more about each other.

So we hope to invite you with your seafood industry members to take part in the WEBINAR and you can choose a subject as you like, which related to seafood industry in China/global market.

Fee: 3,000 dollars / hour.

Pre-live



- The organiser communicates with spokesman to determine the theme; Spokesman send the promotional video to the organiser. The organiser advertises in the official media;
- Spokesman prepare PPT materials; the following items are for reference:
 - a. Introduction
 - b. Product introduction
 - c. Introduction
 - d. Export data
 - e. Outlook for the future market
- Spokesman please send files to the organiser for backup;
- The organiser discusses the details with spokesman; the organiser collects the questions of interest to the buyer, spokesman can prepare for questions in advance.

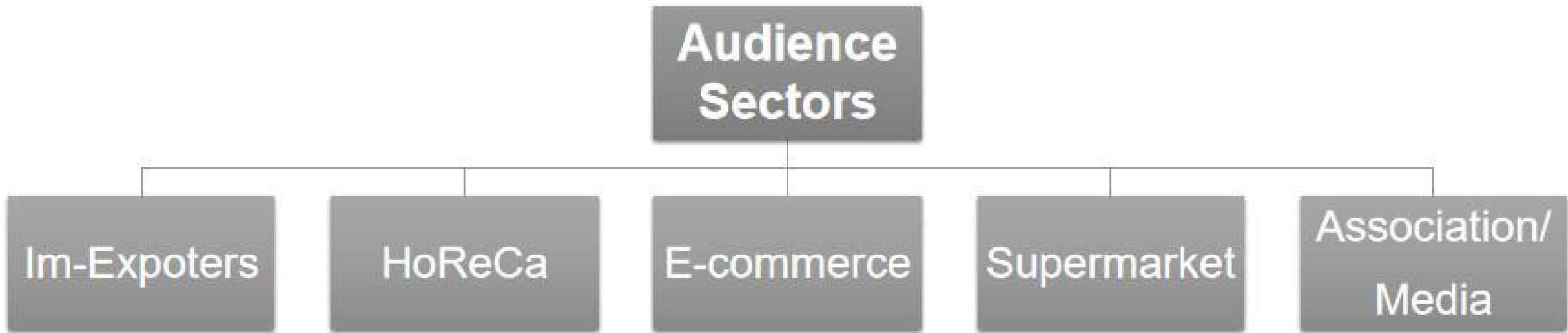
Proposed Topics:



- 1.How has COVID-19 shifted the global supply and trade?
- 2.How has marketing to consumers changed in the past few months?
- 3.What are industry leaders doing to innovate their products to meet the needs of consumers during COVID-19 period?
- 4.How might the seafood industry restructure in the coming months and years ?
- 5.What featured seafood products in your market? Where are the main markets located?
- 6.What are the popular categories in Chinese market?

(Above topics are only for your reference.)

B2B Platform



Live Streaming



- The organiser gives an opening remark and introduces spokesman;
 - The spokesman starts to speak and PPT presentation;
 - 10-15 minutes Q&A session;
 - The organiser issues a closing statement.
- ◆Remarks: Live lasts for 1 hour, the default live broadcast time period is 14:00-15:00, if there has an overseas spokesman, we need to discuss on the time separately.

After Live



- The organiser establishes a WeChat group to allow buyers and suppliers to communicate in real time. The group is only kept for one week.
- The organiser collects the information of interested buyers and makes a list sending to spokesman.



Thank you

Organiser:

