

INTERNATIONAL WEBINAR ON IMPACTS OF COVID-19 ON FISH TRADE 21 October 2020



DIGITAL TRANSFORMATION IN THE ASIA PACIFIC REGION

Shirlene Maria Anthonysamy, Director

WHAT HAPPENED IN ASIA ?

- Disruption of China seafood trade
- Closing down of restaurants and food service sector.
- Cancellation of International flights to and from China
- Exporters to China were concerned (mud crabs, salmon, lobster, shrimp, and fish from Russia, Canada, Ecuador, Chile, Australia, New Zealand, India & Vietnam)
- Disruption in distribution channels/supply chain/seafood value chain disruptions
- Lower overall seafood production
- Seafood demand and supply imbalance
- No access to retail markets/wet markets/supermarkets etc
- Lower restaurant traffic, increase retail sales (supermarkets and e-commerce deliveries)
- Low demand for luxurious seafood products
- Seafood price declines

Disruption in seafood supply chain

Consumers spending to direct channels for seafood dropped due to movement restrictions



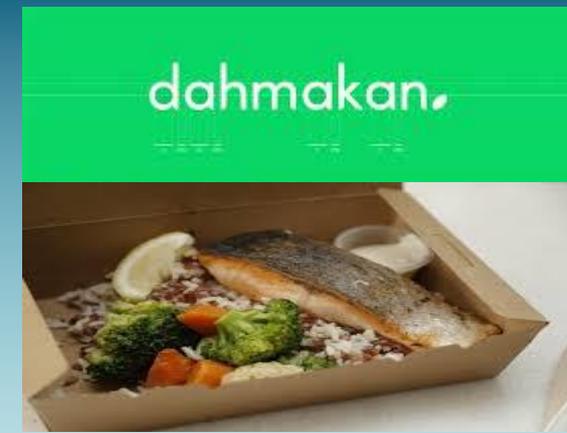
CONSUMERS

- New ways of reaching consumers
- Choice of the seafood formats
 - fresh, frozen, canned
 - shift in consumer preference/ready to eat, ready to cook/ for the elderly
- Increase in usage of online platforms for seafood buying (fresh and frozen products)
- Increase in wholesalers/processors are selling directly to consumers
- Grab food, Shopee, Lazada, Tmall, Ali Baba etc
- Exports of processed, ready-to-serve and highly demand in the retail level





foodpanda



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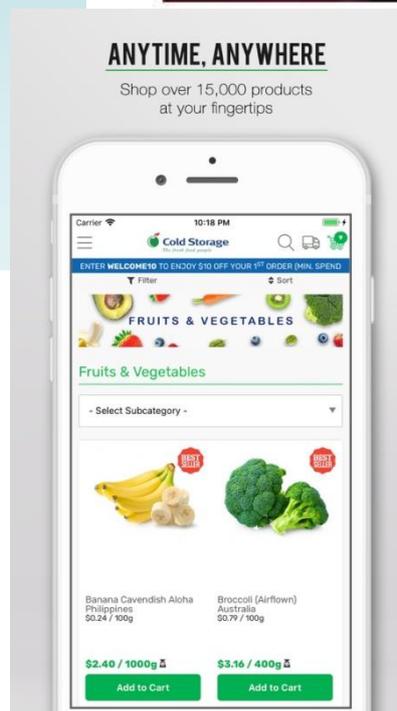
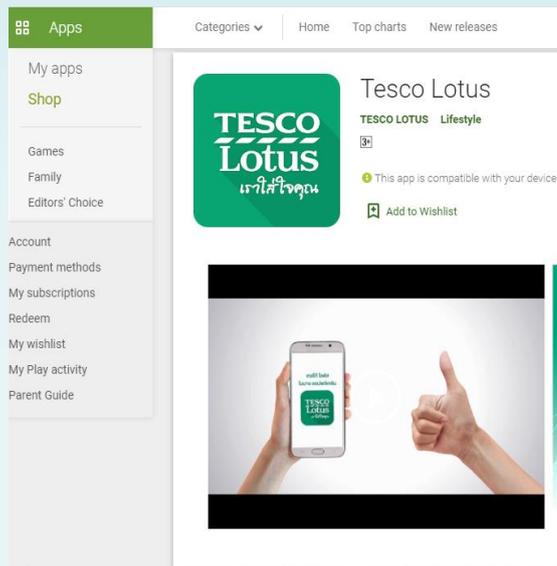
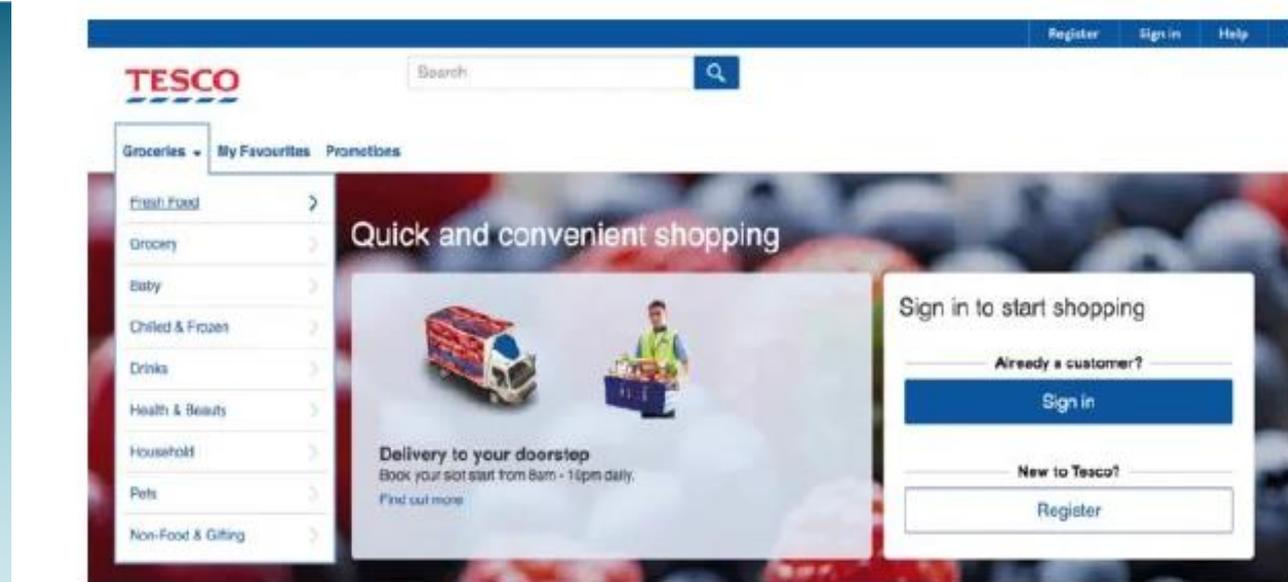
How we Developed a Grocery Delivery App with 1,00,000+ Downloads!

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Delivery



Institutional retailers



Producers/Processors/Wholesalers



Fortune Set
RM238.00 MYR

ADD TO CART

1. Tiger grouper (老虎斑)
1.8kg+ = 1pc
2. Threadfin fillet (马友片)
500g = 2pkts
3. Halibut fillet (石斑片)
500g = 2pkts
4. Sea white prawn (明虾)
31/40 = 1pkt
5. Asari clam (瑤斑)
500g = 1pkt
6. Half shell scallop (半壳带子)
500g = 1pkt

wildfish.in/frozen-seafood.html

Frozen Seafood

SHOP BY

SHOPPING OPTIONS

PRICE

312 - 1232 ₹

 White Pumpkin / Avocado Dressing... ₹909.00 ADD TO CART	 Beer Fish / Himalayan Shrimps... ₹1,315.00 ADD TO CART	 Cleared Shrimps Small - 1 Kg ₹665.00 ADD TO CART	 Cleared Shrimps Large - 1 Kg ₹979.00 ADD TO CART
 Pork / Grey Snapper Curry... ₹800.00 ADD TO CART	 Beer Fish / Himalayan Curry Cut... ₹889.00 ADD TO CART	 Beer Fish / Himalayan Steaks - 1 Kg ₹899.00 ADD TO CART	 Thiago / Vata Curry Cut - 1 Kg ₹525.00 ADD TO CART
 Fin Tuna / Kani Curry Cut... ₹800.00 ADD TO CART	 Salmon / Diamond Curry Cut - 1 Kg ₹569.00 ADD TO CART	 Cobia / Maple Curry Cut - 1 Kg ₹829.00 ADD TO CART	 Mahi Mahi Dressed Curry Cut - 1 Kg ₹515.00 ADD TO CART

grocerydelivery.asia/meat-seafood/fresh-seafood.html

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Standard Delivery: 24hours
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Meat & Seafood

MEAT & SEAFOOD / FRESH SEAFOOD

COUNTRY | PRICE | TYPE | TEMPERATURE | BRAND

Cambodia France

All | In Stock | Express | New | On Sale | Sort By Price | 22 Items

 Pacific Oyster Unopened \$0.78	 Smoked Mackerel whole spcs or gndg \$2.64 400g	 Squid Rings \$5.90	 Squid Fillets \$7.50	 Smoked Salmon fresh spc or 250g \$9.90 1pc or 250g	 Cooked Canadian Lobsters \$12.75
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Value set
RM158.00 MYR

Prosperity Set
RM368.00 MYR

COMBO
RM200.00 MYR

steamboat set
RM250.00 MYR

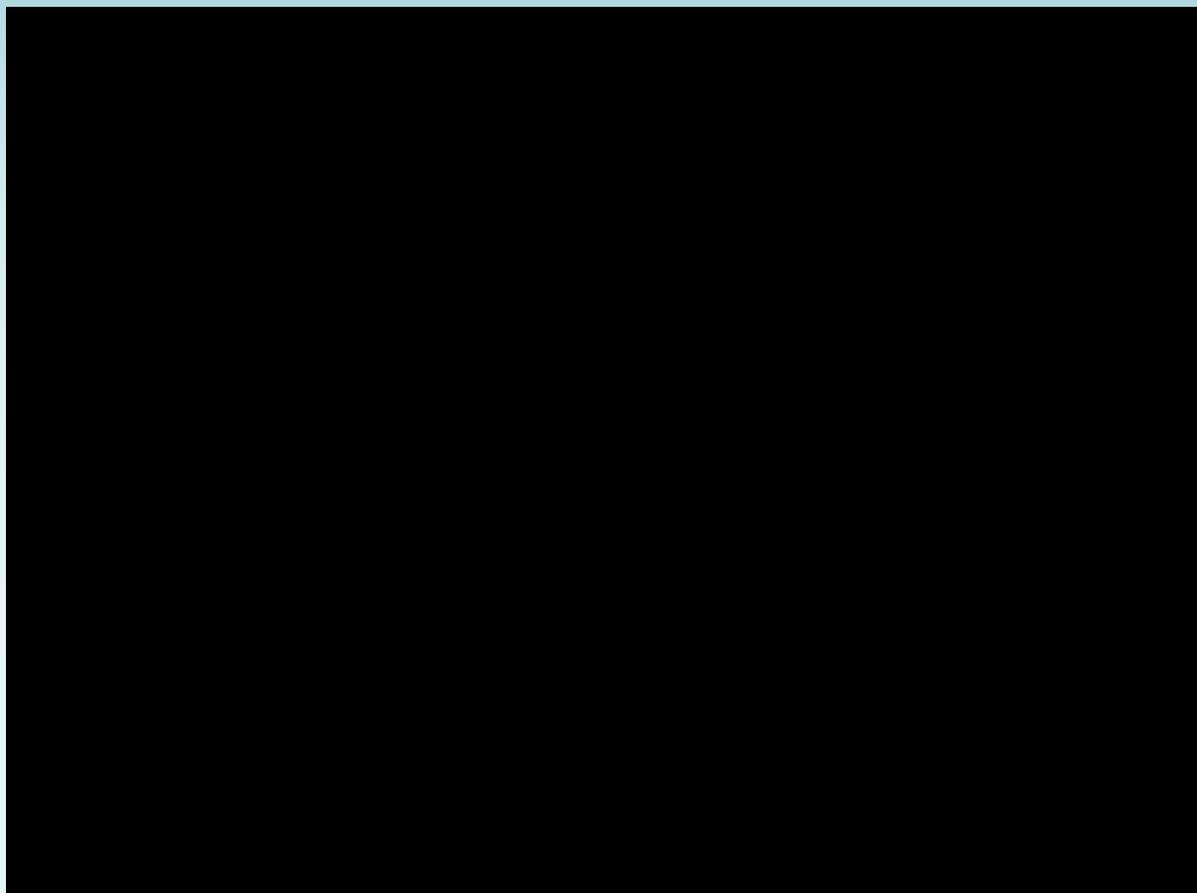
Sea fish fillets combo set B
RM200.00 MYR

Premium set
RM338.00 MYR

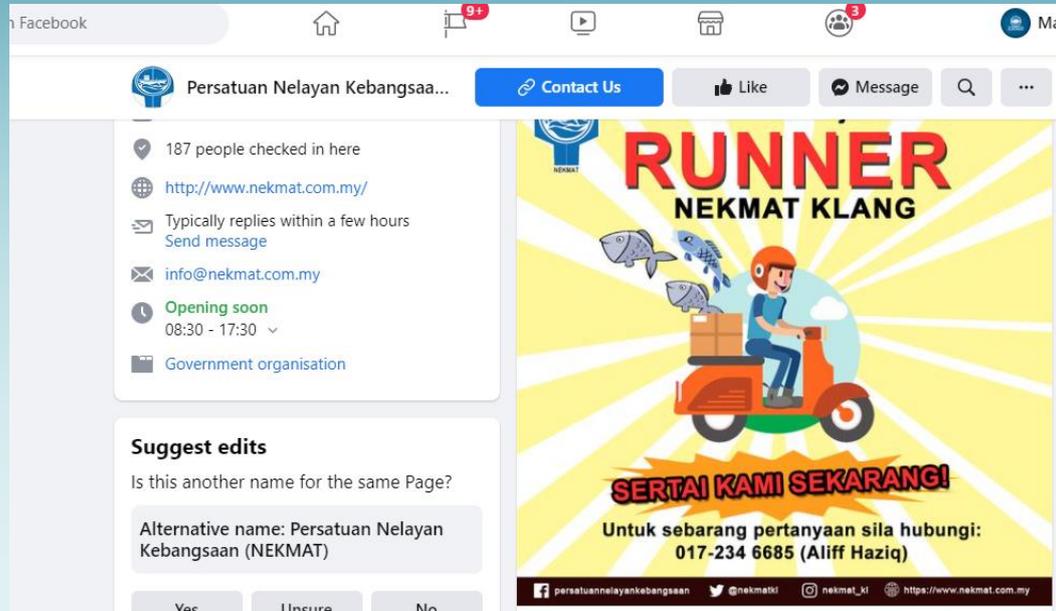
COMBO

ONLINE MARKETPLACE

Small fishing companies in SEA have turned to digital technology to keep up with the growing demand of a new generation who prefer having their fish packaged and sent to their homes and pay less than they would if they went to a real market



Fishermen Association - Home Deliveries and Job Opportunities



Frozen/fresh Seafood...

John Ho
6 d · 🌐

🔥 New item arrival : Local Half Shell Scallop. Size available: 20/30, 30/40, 40/50. Kindly leave a comment below if interested or contact 012-3861311 (Whatsapp only) 😊😊



18:44 Live Seafood And Fres...

Akiessha Faith Porquiado
5 d · 🌐

Seafoods available pm nlng po
Location: parañaque
MOP: COD/GCASH/BDO
PLS CONTACT DZ#09162249698



Xiiao Xiiao Sher
2 h · 🌐
檳城2kg起包送



2 15 comments
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Ath Pherun
4 Oct at 18:33 · 🌐

FijiFresh Seafood
Arts Village - Pacific Harbour
Fiji Pacific Harbour, Fiji

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Vanamei Prawns available at \$40.00/kg.

1 FijiFresh Seafood supplies locally caught seafood to Fiji Island customers.
1 Supplying quality local seafood to customers in The Fiji Islands

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10h · 🌐

Scampi
Origin: Bangladesh
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KL FISH MARKET
SEAFOOD DELIVERY 海鲜直送
JUNE 2020

Live Fresh Mud Crab 活青蟹 0.5kg - 0.7kg RM8.20/100g 0.7kg & up RM9.60/100g	Hybrid grouper 龙虎石斑 0.8kg - 1.4kg RM62/kg 1.5kg - 2.5kg RM59/kg 2.5kg + RM50/kg
Frozen Tiger Prawns 冷冻老虎虾 S 46-60/55kg RM23 M 41-50/55kg RM40 L 36-40/55kg RM45 XL 31-35/55kg RM50 XXL 26-30/55kg RM60 XXXL 21-25/55kg RM75 MEGA 16-20/55kg RM90 ULTRA 11-15/55kg RM103	Golden Pomfret 金扁鱼 0.8kg - 1.1kg RM30/kg
An Xin Chicken 安心鸡 Whole 全鸡 1.5-1.8kg RM29/kg Half 半只 0.85-0.75kg RM40/kg Leg 鸡腿 0.4-0.5kg RM40/kg Wings 鸡翼 0.4-0.5kg RM40/kg Breast 鸡胸 0.4-0.5kg RM40/kg Feet 鸡爪 0.4-0.5kg RM16/kg	Jenohak 红尾鱼 0.6kg - 0.8kg RM40/kg
	Red Snapper 红鱼 1.7kg - 2kg RM45/kg
	Threadfin (Senangin) 马友鱼 0.4kg - 0.6kg RM36/kg
	Siakap (Barramundi) 石甲鱼 0.6kg - 1kg RM25/kg 2kg - 3kg RM28/kg

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FijiFresh Seafood
9 February · 🌐

Deep Water Fresh Fish Arriving Daily...!! Onaga and Lei Pakapa...all sizes, Deep Water Kawaka...Bedford Snapper, the best tasting fish in world are here...!! Every fish is caught, bled and gutted at the boat. Then it goes into a deep bed of ice. The fish arrives at our shop within a very few hours of being caught...We have these fish most of the time but if you truly want an unbelievable experience...call ahead to reserve fish coming in on the next boat. You will NEVER find fresher or better fish. Call us at 9184-664 and just say "YES"...we will take it from there. All are \$18.00 per kilo....



- RM69/500g
 - **5. Alaskan King Crab Leg RM298/kg
 - **6. Unagi with Sauce RM190/kg
* 360+-g per pack (RM68+-)
 - **7. Smoked Salmon RM68/450g pack, Norway
 - **8. PWP Edamame RM8.00/pack, 500g
 - 🍄 White Button RM32/kg
 - 🍄 Swiss Brown RM35/kg
 - 🍄 Portobello RM40/kg, limited stocks
 - 🌐 Handling fees RM5 per order
- Kindly PM FB/ WA 012-2912122.
🚫 NO cancellation upon written confirmation.
- Thank you! ❤️

SEAFOOD STILL “ON AIR”

straitstimes.com/asia/east-asia/fly-me-past-the-moon-if-i-cant-fly-to-another-country

THE STRAITS TIMES media

ASIA/EAST ASIA
our birth celebrity hairstylists...
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COVID-19 SPECIAL

On board a 'moon-gazing' flight to nowhere in Taiwan during Mid-Autumn Festival



Oct 14, 2020

1 of 4 More than 300 passengers were on board EVA Air's Mid-Autumn Festival 'flight to nowhere' around Taiwan to get a good glimpse of the full moon.



singaporeair.com/en_UK/sg/plan-travel/discover-your-sia/restaurant-a380-at-changi/

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อร่อยสิ้นฟ้า ไม่ต้องบิน ก็ฟินได้

BY THAI CATERING



SCAN ME

 Penne Pasta Cabonara พาสต้าคาโบนารา 129.-	 Caesar Tuna Salad ซอลัดทูน่าซีซาร์ 99.-
 Pasta Beef Bolognaise พาสต้าบิโกลานีส 129.-	 Chicken Shawarma ชิกเก้นชาวมาร์ 99.-
 Caesar Salad Smoke Salmon ซอลัดซีซาร์แซลมอนรมควัน 99.-	 Chicken Tikka and Naan Bread or Basmati Rice ชิกเก้นทิกกาและขนมปังหรือข้าวเบสมาตี 145.-
 Mixed Seafood Yakisoba ยาคิโซบะทะเลผสม 160.-	 Blueberry Cheese Cake เค้กชีสบลูเบอร์รี่ 120.-
 Bak Kut Teh with Rice บักกุดเต๋อและข้าว 180.-	 Mango Cheese Cake เค้กชีสมังโก 120.-
 Chicken Curry ไก่ทอดรสเผ็ด 55.-	 Dessert เค้กช็อกโกแลต 220.-

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A recent report by the World Trade Organisation indicates that the "coronavirus pandemic has caused a “deeper but less prolonged decline in trade” than initially expected". The estimate for the contraction of global trade in 2020, 9.2% and grow at 7.2% forecast for 2021. It was earlier forecast that global trade would contract by between 13 and 32 per cent this year.

- Lifting of lockdowns is facilitating some recovery.
- Market diversification has become even more important: New markets sought for supply diversification
- International trading continues to pose obstacles and delays with a lot of with additional checks/requirements at borders etc.
- Focusing on the domestic market remains the best bet at this point as governments are prioritizing food security.
- Demand for seafood and fish remains robust.

ASIA: % Change in Export of Fish and Fishery Products during January-May 2020 / January - July 2020

	Market Share(%)			Jan-May	Jan-July
	2018	2019	2020		
China	41,91	42,14	40,3	-17,86	-14,18
Thailand	11,88	11,92	13,57	-2,22	-0,36
India	12,9	12,42	11,84	-18,07	-17,16
Indonesia	9,3	9,4	11,34	3,59	8,76
Japan	4,99	4,5	4,35	-16,98	-15,51
South Korea	3,51	3,93	3,7	-19,13	-16,51
Taiwan	4,13	3,86	3,68	-18,18	-20,63
New Zealand	2,89	3,25	2,97	-21,5	-20,64
Myanmar	1,69	1,79	2,39	14,71	15,72
Malaysia	1,42	1,79	1,99	-4,64	0,17
Philippines	1,78	1,72	1,91	-4,64	2,5
Hong Kong	1,33	1,45	0,88	-47,64	-45,88
Singapore	0,75	0,64	0,54	-27,67	-28,23
Sri Lanka	0,62	0,72	0,51	-38,16	-23,94

Contraction
improving with
lifting of
lockdowns

Market share increased from other producers
exporters as exports dropped from major
exporters

Source: TDM

*: excluding ornamental fish

Asia: % Change in Imports of Fish and Fishery Products during January-May/January-July 2020

	Market Share(%)			Jan-May	Jan-July
	2018	2019	2020	2020	2020
China	27,04	33,91	34,47	-12,09	-10,51
Japan	31,12	29,18	28,35	-16,01	-15,46
South Korea	12,55	11,05	11,57	-9,47	-6,76
Thailand	8,82	7,77	7,68	-14,55	-12,4
Hong Kong	8,03	6,89	5,83	-26,81	-21,23
Taiwan	3,26	2,98	3,67	6,54	7,26
Malaysia	2,27	2,19	2,35	-7,23	-1,53
Singapore	2,35	2,07	1,96	-18,09	-14,76
Indonesia	1,34	1,23	1,38	-3,23	-3,25
Philippines	1,59	1,32	1,22	-20,12	-16,94
Sri Lanka	0,51	0,46	0,5	-6,11	-0,37
New Zealand	0,42	0,42	0,46	-5,74	4,84
India	0,32	0,32	0,39	7,86	7,95
Myanmar	0,03	0,06	0,11	49,75	33,91

Will the bubble burst?

- No specific data available on the volume or at least on the value of seafood sold online and consumed through food delivery just yet, but the demand for this is stronger
- Food service is being digitized and nearly 50% of the world population is using social media now
- Innovation and technology are crafting and moulding the path to recovery, the adaptation.
- This is going to characterize the growth in the industry from now on and should be tapped
- Focus should be on how to cater to the consumers better, longer shelf life and variety, convenience

Top shopping apps by downloads in Southeast Asia (March 1 to March 28)

Indonesia			Malaysia			Philippines		
Rank	App name	Rank change	App name	Rank change	App name	Rank change		
1	Shopee	-	Shopee	-	Shopee	-		
2	Lazada	-	Lazada	1	Lazada	-		
3	Tokopedia	2	Fingo	-1	Alibaba.com	5		
4	Akulaku	-1	Wish	3	Wish	-		
5	Bukalapak - Jual Beli Online	-1	Mudah.rmy	-	ShopBack	-2		
6	vivo.com	-6	MY Watsons	-	Watsons Philippines	9		
7	Blibli.com	-1	ShopBack	-3	ZALORA	-1		
8	OLX Indonesia	-1	AliExpress	19	Zaful	-3		
9	JD.id	-1	Go Shop	-1	Puregold Mobile	-9		
10	AliExpress	17	Alibaba.com	6	GoSwak	-		

Singapore			Thailand			Vietnam		
Rank	App name	Rank change	App name	Rank change	App name	Rank change		
1	Shopee	-	Lazada	1	Shopee	-		
2	Lazada	-	Shopee	-1	Lazada	-		
3	ShopBack	8	7-Delivery: สั่งสินค้า 7-Eleven	6	Sendo	1		
4	Carousell	-	Wish	1	Tiki.vn	-1		
5	Wish	-	Big C TH	5	Cho Tot.vn	-		
6	Amazon	-3	JD CENTRAL	1	GET IT	-		
7	FairPrice	2	Watsons TH	4	Loship	-		
8	SHEIN	2	Youpik	8	ShopBack	2		
9	00010 Singapore	-2	Tops Supermarket	9	GoSwak	2		
10	UNIQLO SG	-2	Thisshop	-6	Qua tang Galaxy	-1		

Combined iOS and Google Play downloads.
- = no change
Source: App Annie



E-commerce will become a way of life.”

“Covid-19 is a catalyst of digital transformation in Southeast Asia,” Lazada Group CEO Pierre Poignant said. “When consumers build a habit, it doesn’t easily go away.

