

# From quality meat to delectable seafood, CIIE is a culinary feast

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From tender steaks to delectable seafood, the ongoing 6th China International Import Expo features exceptional cuisine and food products from around the world, alongside various international commercial commodities.

The culinary delights are a real temptation for attendees, making the Food and Agricultural Products Hall one of the most popular.

The Norwegian Seafood Council is participating for the second time, in partnership with 12 Norwegian seafood firms and a larger booth.

The NSC has brought delicious and nutritious seafood, nurtured in Norway's cold and clear waters, better aligning with Chinese culinary habits and trends.

The stand is also hosting

an array of activities during the six-day expo, inviting attendees to witness live cooking demonstrations and savor Norwegian seafood.

Following its CIIE debut last year, the NSC has expanded its presence this year. Its booth size has increased by 30 percent. In a collaborative effort, the NSC has led 12 Norwegian seafood exporters to the exhibition, marking a 50 percent rise from the prior year.

It includes a Norwegian salmon farming company, as well as dedicated medium-to-small family-owned businesses focusing on species like Norwegian mackerel and Norwegian cold-water prawn.

"The CIIE is not only a platform for showcasing our premium Norwegian seafood but also an essential platform for fostering international exchange and deepening



A variety of seafood and grass-fed red meat products at the booths of the 6th CIIE in Shanghai. — Ti Gong

cooperation in the Sino-Norwegian seafood trade," said Christian Chramer, CEO of the Norwegian Seafood Council.

In recent years, seafood trade between Norway and China has enjoyed steady

growth. According to data, as of October 2023, Norway's seafood exports to China reached 127,000 tons, with the total value reaching 7.22 billion Norwegian krone (US\$655 million), an increase of 14.6

percent year on year.

Salmon exports to China have been particularly impressive, reaching a volume of 35,000 tons, surging 63.6 percent annually. This year, China has surpassed both Japan and South Korea for the first time, becoming the largest export market for fresh Norwegian salmon in Asia.

The booth of Silver Fern Farms, New Zealand's leading producer and exporter of premium beef, lamb, and venison, is tempting gourmets with an extensive selection of natural and delicious grass-fed red meat products at the expo.

Its one-stop e-commerce services that cater to consumer preferences is also highlighted at the booth.

The company is attending the CIIE for the sixth consecutive year.

This year, under the strategy of "turning exhibits into retail products," it is showcasing ready-to-heat venison cheese rolls and beef burger patties made of quality grass-fed red meat, developed in collaboration with local strategic partners for Chinese consumers, for the first time.



The Food and Agricultural Products Hall is popular at the ongoing 6th China International Import Expo in Shanghai. — Ti Gong