

Efforts to Expand Exports of Japanese Wild Fish in Europe

2022/5/31

TSUSHIMA SUISAN CO.,LTD

1 Company Profile

Company Profile

Company Name Tsushima

Marine Products

Co.Head office address 290 Kanchi Otsu,
Mitsushima-cho, Tsushima City, Nagasaki
817-0322, Japan

TEL 0920-54-3677

FAX 0920-54-3672

Osaka Sales Office

2F Senri-Chuo Twin Building Annex,
1-1-4 Shin-Cenri-Nishi-cho, Toyonaka-shi,
Toyonaka 560-0083, Japan

TEL 0120-966-809

FAX 06-7777-9601

Established

November 25, 2013

Paid-in Capital 12 million yen

Board of Directors Representative

Director Yoshiyuki Konda

Translated with www.DeepL.com/Translator (free version)

Business Description

1. Sales and export of frozen and live-frozen conger eel from the waters around Tsushima
2. Manufacture of processed foods such as boiled conger eel using conger eel from Sales and export
3. Sea around Tsushima Manufacture, sale and export of sweet sea bream and swordtip squid

2020/2/14

Obtained EU-HACCP certification
Obtained HALAL certification



2 Overview of target areas and exporting countries

2-1 First priority area: European market

- Market positioning: A place to create new markets as a pioneer by effectively utilizing "EU-HACCP certification". Priority
- target countries: Germany, Netherlands, Italy, France, Scandinavian countries, UK, etc., considering economic strength and health consciousness Priority
- customers: Japanese food delivery stores, authentic Japanese cuisine restaurants, authentic sushi restaurants, high-end fusion restaurants (customer spend: ~ €100)
- Product positioning: Branding as "Japan's unique marine products", including suggestions on how to eat them. Transportation/
- storage method: Cold chain (frozen container ~ frozen warehouse ~ frozen delivery) Certification/
- Regulations: EU-HACCP and compliance with IUU fishing regulations are prerequisites. Translated with www.DeepL.com/Translator (free version)



2- 2 Second priority area: Middle Eastern and North American markets

- Market positioning: Place to promote "U.S. HACCP certification" and "Halal certification" and provide new value propositions
 - target countries: United Arab Emirates, United States, etc., considering economic strength and health consciousness.
 - Priority customers: Japanese food delivery stores, authentic Japanese cuisine restaurants, authentic sushi restaurants, upscale fusion restaurants (customer spend: ~ \$120)
 - Product positioning: Branding as "Japan's unique marine products" including suggestions on how to eat them.
 - Transportation/
 - storage method: Cold chain (frozen container ~ frozen warehouse ~ frozen delivery)
 - Certification, Regulations,
 - etc.: Compliance with each country's own regulations related to marine products is a prerequisite.
 - Value proposition in anticipation of new lifestyles and business models in the after-corona
- Translated with www.DeepL.com/Translator (free version)



3 Challenges and Measures for Frozen Conger Eel Export

3 – 1 Distribution Issues

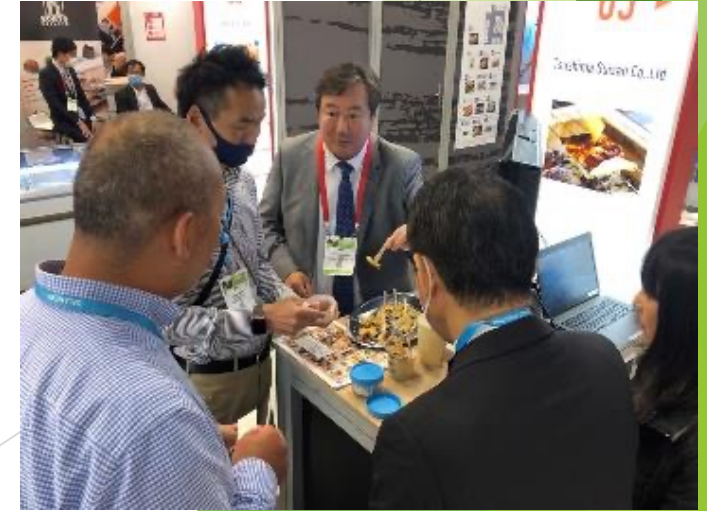
1. In Europe, the Middle East, and North America, conger eel is not well known except in China, where it is commonly distributed as sushi material. There are only a limited number of chefs who can prepare high-quality conger eel by taking advantage of its unique characteristics, and the brand value has not been created. 2.
2. the commercial distribution is not yet established as it is a newly developed area. In addition, securing a cold chain is also an issue in order to demonstrate the superiority of frozen products. In addition, securing a cold chain is also an issue in order to demonstrate the superiority of frozen products.

< Measures to be taken based on the issues >

1. Prepare a multilingual video as a tool to increase awareness and product appeal of Tsushima conger eel. Distribute free samples and recipe videos to distributors, hold remote tasting events, and To stimulate demand, disseminate cooking methods, and create brand value by exhibiting at overseas trade shows, etc.
2. to build relationships with leading seafood wholesalers in addition to free sample distribution in the target areas.
to secure the cold chain by collaborating with companies that export marine products from Japan using reefer containers.
Conduct online business negotiations with European importers and local distributors that you met at ANUGA2021.
We are promoting to secure the cold chain in cooperation with exporters in Japan.

4 Promotional activities in Europe

4 – 1 SeaFood Expo (4/26 – 28)



4-2 Tasting and business meetings in European countries (Spain, France, UK, Netherlands, Germany)



5 Product appeal through enhanced website and video content

- ◇ <http://www.tsushimasuisan.com/>
- ◇ <https://youtu.be/WBe8CeJL6fU>
- ◇ <https://www.youtube.com/embed/DrmiCoyUc3w?rel=0>
- ◇ https://www.youtube.com/embed/cwZ_W8ACFas?rel=0
- ◇ <https://www.youtube.com/embed/TFZN9JH1q9I?rel=0>
- ◇ <https://www.youtube.com/embed/DGTTiObm6D8?rel=0>

Tsushima Suisan delivers fresh, high quality frozen foods to restaurants all over the world, featuring Japan's pride and joy in premium quality fish caught using sustainable fishing methods.