



CHINA SHRIMP MARKET: CHALLENGES AND INNOVATIONS

Speech: Steven Liu





- ◆ **CEO of Quanlian Jica Aquatic Products Co., LTD**
- ◆ **President of Quanlian Agricultural Technology Co., LTD**
- ◆ **Practicing lawyer of Beijing Yingke Law Firm**
- ◆ **Executive director of Industrial Internet Branch of China Information Association.**
- ◆ **Vice President of Zhanjiang Fisheries Association**



WHATSAPP



WE CHAT

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**CHINA SHRIMP
MARKET**

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WHAT WE DO



PART 01

CHINA SHRIMP MARKET

2024

Data of China's shrimp imports in 2021

YYYY/MM	Q (M/T)	RMB	USD
2021/01	56,417	2,010,906,261	306,679,991
2021/02	27,828	933,348,343	143,270,248
2021/03	41,444	1,409,506,559	217,910,230
2021/04	39,524	1,409,775,917	217,283,115
2021/05	39,661	1,484,128,676	228,243,670
2021/06	46,672	1,764,252,607	273,071,909
2021/07	39,941	1,563,206,463	243,634,352
2021/08	47,570	1,944,531,201	301,366,362
2021/09	41,920	1,749,329,009	269,729,637
2021/10	51,417	2,108,811,109	326,183,108
2021/11	63,940	2,664,875,416	414,690,694
2021/12	69,707	2,964,832,815	463,301,358
<u>TOTAL</u>	<u>566,042</u>	<u>22,007,504,376</u>	<u>3,405,364,674</u>

COUNTRY	WEIGHT(M/T)	WEIGHT %
Bangladesh	74.27	0.01%
Brunei	111.29	0.02%
Myanmar	1399.75	0.24%
India	108285.37	18.95%
Indonesia	4138.65	0.72%
Iran	5993.43	1.05%
Malaysia	13095.94	2.29%
Pakistan	204.59	0.04%
Saudi Arabia	11778.39	2.06%
Sri Lanka	66.78	0.01%
Thailand	18724.87	3.28%
Vietnam	11134.39	1.95%
China Taiwan	127.35	0.02%
Madagascar	0.08	0.00%
Mauritania	0.49	0.00%
Mozambique	302.10	0.05%
Russia	12.00	0.00%
Argentina	26.10	0.00%
Ecuador	373482.68	66.30%
Mexico	1836.70	0.32%
Peru	11040.21	1.93%
Venezuela	3549.08	0.62%
Canada	403.60	0.07%
Australia	253.89	0.04%
TOTAL	566042.00	

Data of China's shrimp imports in 2022

YYYY/MM	Q(M/T)	RMB	USD
2022/01	58,436	2,478,516,736	388,516,945
2022/02	49,125	1,961,390,494	307,988,394
2022/03	55,439	2,253,142,293	354,765,529
2022/04	42,581	1,786,649,024	280,801,612
2022/05	49,140	2,095,296,335	327,726,145
2022/06	48,258	2,090,619,541	317,643,870
2022/07	83,900	3,707,685,047	549,712,088
2022/08	90,159	3,983,122,374	590,321,118
2022/09	82,780	3,715,932,657	548,209,285
2022/10	73,725	3,333,233,580	481,998,555
2022/11	79,905	3,598,684,382	510,116,562
2022/12	90,938	3,835,661,177	543,218,804
<u>TOTAL</u>	<u>804,386</u>	<u>34,839,933,640</u>	<u>5,201,018,907</u>

COUNTRY	WEIGHT(M/T)	WEIGHT %
Bangladesh	100.87	0.01%
Brunei	467.01	0.06%
Myanmar	5402.52	0.66%
India	125437.69	15.33%
Indonesia	12449.82	1.52%
Iran	10951.83	1.34%
Japan	18.30	0.00%
Malaysia	7288.92	0.89%
Pakistan	555.86	0.07%
Saudi Arabia	18847.36	2.30%
South Korea	53.91	0.01%
Sri Lanka	23.27	0.00%
Thailand	20362.44	2.49%
Vietnam	9838.90	1.20%
Ghana	10.99	0.00%
Madagascar	73.00	0.01%
Mozambique	151.67	0.02%
Argentina	18298.94	2.24%
Ecuador	550592.11	68.98%
Mexico	2942.33	0.36%
Peru	13362.75	1.63%
Venezuela	6569.89	0.80%
Australia	585.73	0.07%
TOTAL	804386.00	

Data of China's shrimp imports in 2023

YYYY/MM	Q(M/T)	RMB	USD
2023/01	58,194	2,246,856,314	321,532,899
2023/02	68,092	2,443,202,814	359,828,254
2023/03	101,994	3,790,942,473	556,483,234
2023/04	71,133	2,784,066,923	405,763,941
2023/05	94,271	3,657,110,110	532,011,447
2023/06	82,507	3,227,809,704	464,336,485
2023/07	86,107	3,309,500,940	463,435,779
2023/08	81,270	2,942,154,669	411,037,281
2023/09	84,961	3,075,627,926	427,706,956
2023/10	77,244	2,850,525,167	397,149,288
2023/11	70,488	2,704,184,878	376,733,938
2023/12	67,076	2,467,057,797	343,911,521
TOTAL	943,338	35,499,039,715	5,059,931,023

COUNTRY	WEIGHT(M/T)	WEIGHT %
Bangladesh	95.47	0.01%
Brunei	24.10	0.00%
Myanmar	3786.27	0.39%
India	125672.37	13.83%
Indonesia	14499.20	1.51%
Iran	5195.63	0.54%
Japan	36.00	0.00%
Malaysia	7330.94	0.76%
Pakistan	428.05	0.04%
Saudi Arabia	18322.74	1.91%
Sri Lanka	14.52	0.00%
Thailand	21937.73	2.29%
Vietnam	6926.54	0.72%
Madagascar	177.69	0.02%
Mozambique	267.41	0.03%
Russia	28.21	0.00%
Argentina	29964.55	3.12%
Cuba	0.01	0.00%
Ecuador	686407.23	72.50%
Mexico	452.40	0.05%
Nicaragua	48.38	0.01%
Peru	15000.79	1.56%
Venezuela	5802.84	0.60%
Canada	45.023	0.00%
Australia	873.911	0.09%
TOTAL	943338.00	

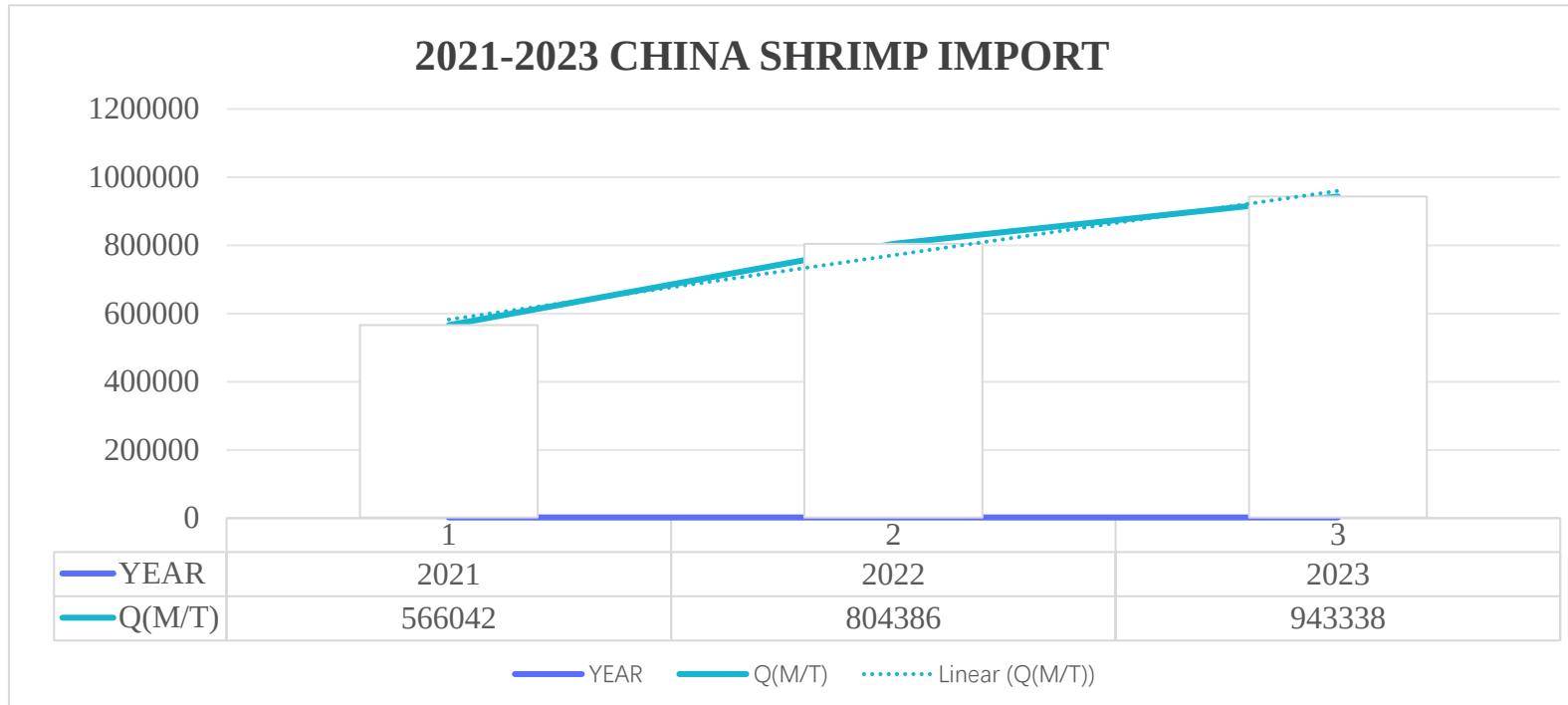


Data of China's shrimp imports 2024(Jan. to Sep.)

YYYY/MM	Q(M/T)	RMB	USD
2024/01	93,975	3,141,434,828	441,978,987
2024/02	58,196	1,911,434,150	268,822,899
2024/03	69,034	2,337,375,624	329,006,367
2024/04	61,942	2,138,911,346	301,355,966
2024/05	66,994	2,258,521,985	318,004,164
2024/06	77,035	2,591,638,883	364,776,631
2024/07	80,219	2,716,461,427	381,822,409
2024/08	79,223	2,687,169,414	376,952,634
2024/09	63,687	2,206,700,772	309,477,327
TOTAL	650,304	21989648429	3092197384

COUNTRY	WEIGHT(M/T)	WEIGHT %
Bangladesh	20	0.00%
Brunei	51.852	0.01%
Myanmar	1022.154	0.15%
India	93772.596	14.94%
Indonesia	5269.95	0.80%
Malaysia	2428.427	0.37%
Pakistan	76.124	0.01%
Saudi Arabia	11700.678	1.77%
Thailand	12376.813	1.87%
Vietnam	5361.758	0.81%
Madagascar	51.817	0.01%
Mozambique	39.864	0.01%
Russia	35.256	0.01%
Argentina	11114.376	1.68%
Ecuador	494767.97	75.72%
Honduras	36.32	0.01%
Nicaragua	96.768	0.01%
Peru	5582.884	0.84%
Venezuela	5987.653	0.91%
Canada	34.749	0.01%
Australia	475.995	0.07%
TOTAL	650304.004	

Total shrimp consumption market in China



IMPORTS: 1000000MT, USD5.5 BILLION

CHINA FARM RAISED: 1400000MT, USD7.6 BILLION

TOTAL: 2400000MT, USD13.1 BILLION



HL SO-HEADLESS AND SHELL ON(ALMOST FROM INDIA)





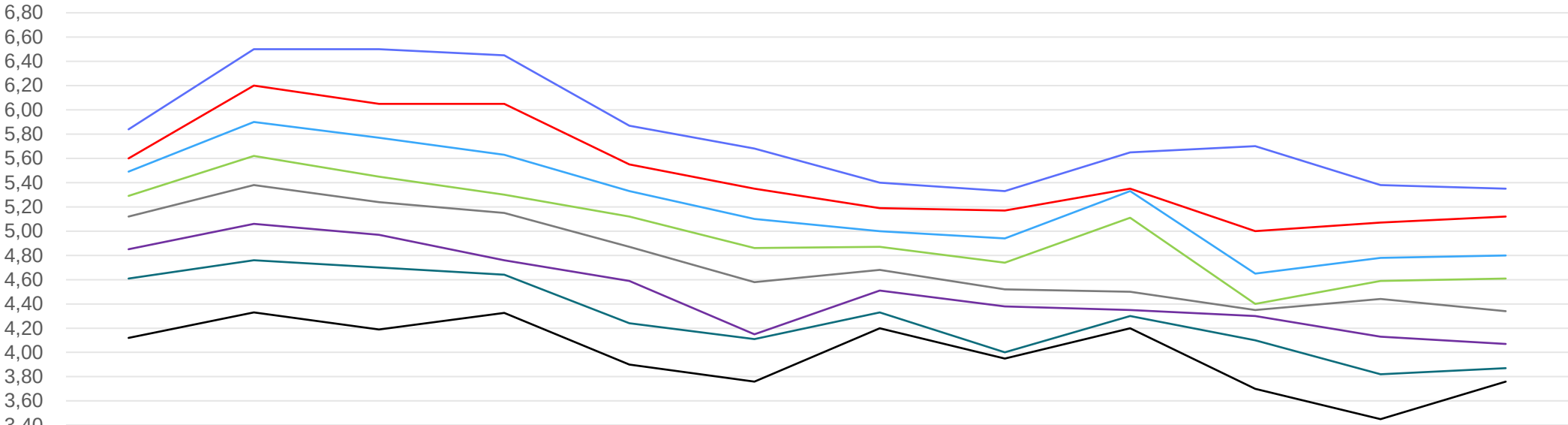
HLSO-HEADLESS AND SHELL ON (size Ratio)

COMMODITY 	SIZE 	ORIGIN 	2021 	2022 	2023 	2024 	UPDATE DATE 
HLSO	16/20	INDIA	0.00%	0.18%	0.32%	0.16%	2024-11-18 00:20:37
HLSO	21/25	INDIA	0.00%	0.37%	0.24%	1.25%	2024-11-18 00:20:37
HLSO	26/30	INDIA	0.00%	1.29%	2.08%	4.15%	2024-11-18 00:20:37
HLSO	31/35	INDIA	0.00%	2.02%	1.44%	3.60%	2024-11-18 00:20:37
HLSO	31/40	INDIA 	5.26% 	11.21% 	8.48% 	12.14% 	2024-11-18 00:20:37
HLSO	41/50	INDIA 	13.16% 	15.26% 	11.04% 	14.80% 	2024-11-18 00:20:37
HLSO	51/60	INDIA 	15.79% 	20.04% 	16.48% 	18.72% 	2024-11-18 00:20:37
HLSO	61/70	INDIA 	18.42% 	20.50% 	16.56% 	14.02% 	2024-11-18 00:20:37
HLSO	71/90	INDIA 	18.42% 	16.27% 	17.36% 	13.86% 	2024-11-18 00:20:37
HLSO	91/100	INDIA	0.00%	0.09%	0.08%	0.00%	2024-11-18 00:20:37
HLSO	91/110	INDIA 	13.16% 	8.36% 	10.64% 	9.01% 	2024-11-18 00:20:37
HLSO	100/130	INDIA	0.00%	0.09%	0.56%	0.00%	2024-11-18 00:20:37
HLSO	110/130	INDIA	0.00%	0.00%	0.56%	0.08%	2024-11-18 00:20:37
HLSO	111/130	INDIA 	7.89% 	1.93% 	5.84% 	4.07% 	2024-11-18 00:20:37
HLSO	100/150	INDIA	0.00%	0.18%	0.08%	0.00%	2024-11-18 00:20:37
HLSO	100/200	INDIA 	5.26% 	0.74% 	2.72% 	1.49% 	2024-11-18 00:20:37
HLSO	130/150	INDIA	0.00%	0.28%	0.80%	0.00%	2024-11-18 00:20:37
HLSO	130/200	INDIA 	2.63% 	0.18%	0.16%	0.08%	2024-11-18 00:20:37
HLSO	131/150	INDIA	0.00%	0.46% 	2.32% 	1.88%	2024-11-18 00:20:37
HLSO	150/200	INDIA	0.00%	0.09%	0.08%	0.00%	2024-11-18 00:20:37
HLSO	151/200	INDIA	0.00%	0.18%	0.96%	0.47%	2024-11-18 00:20:37
HLSO	200/300	INDIA	0.00%	0.28%	1.12%	0.23%	2024-11-18 00:20:37



HLSO-HEADLESS AND SHELL ON (price Index)

HLSO SHRIMP PRICE



	2023-1	2023-2	2023-3	2023-4	2023-5	2023-6	2023-7	2023-8	2023-9	2023-10	2023-11	2023-12
31/40	5,84	6,50	6,50	6,45	5,87	5,68	5,40	5,33	5,65	5,70	5,38	5,35
41/50	5,60	6,20	6,05	6,05	5,55	5,35	5,19	5,17	5,35	5,00	5,07	5,12
51/60	5,49	5,90	5,77	5,63	5,33	5,10	5,00	4,94	5,33	4,65	4,78	4,80
61/70	5,29	5,62	5,45	5,30	5,12	4,86	4,87	4,74	5,11	4,40	4,59	4,61
71/90	5,12	5,38	5,24	5,15	4,87	4,58	4,68	4,52	4,50	4,35	4,44	4,34
91/110	4,85	5,06	4,97	4,76	4,59	4,15	4,51	4,38	4,35	4,30	4,13	4,07
100/200	4,12	4,33	4,19	4,33	3,90	3,76	4,20	3,95	4,20	3,70	3,45	3,76
111/130	4,61	4,76	4,70	4,64	4,24	4,11	4,33	4,00	4,30	4,10	3,82	3,87

31/40 41/50 51/60 61/70 71/90 91/110 100/200 111/130



HOSO-HEAD on AND SHELL ON(ALMOST FROM ECUADOR)

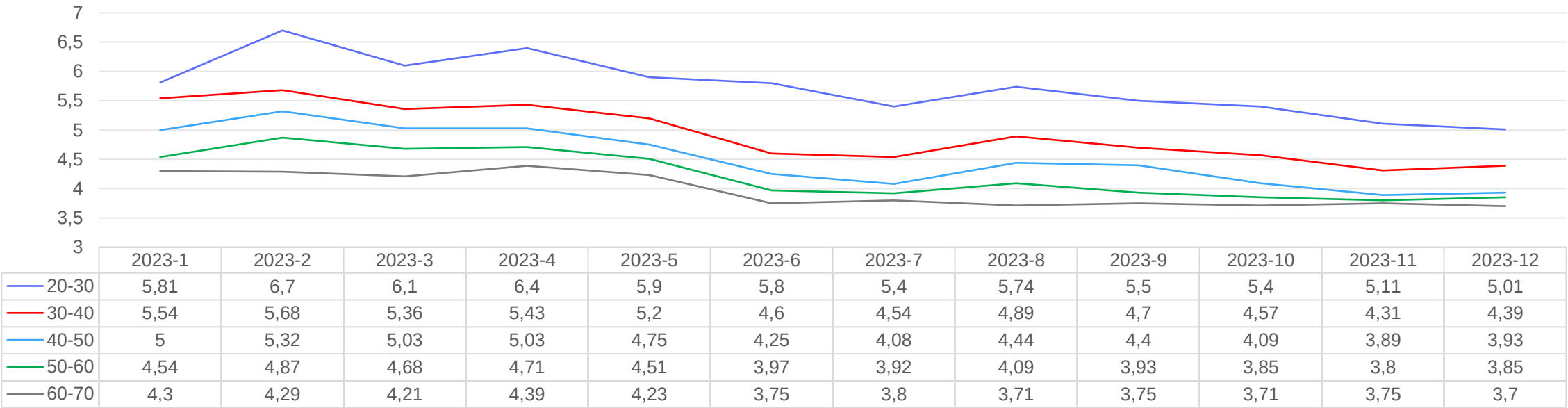




HOSO-HEAD ON AND SHELL ON (SIZE AND PRICE INDEX)

COMMODITY	SIZE	ORIGIN	2021	2022	2023	2024	UPDATE DATE
HOSO	20/30	ECUADOR	2.50%	5.05%	3.98%	5.69%	2024-11-18 00:20:37
HOSO	30/40	ECUADOR	15.00%	26.87%	25.51%	33.19%	2024-11-18 00:20:37
HOSO	40/50	ECUADOR	52.50%	35.34%	42.20%	40.43%	2024-11-18 00:20:37
HOSO	50/60	ECUADOR	25.00%	23.94%	20.59%	16.12%	2024-11-18 00:20:37
HOSO	60/70	ECUADOR	5.00%	6.19%	6.17%	2.76%	2024-11-18 00:20:37
HOSO	70/80	ECUADOR	0.00%	2.44%	1.02%	0.95%	2024-11-18 00:20:37
HOSO	80/100	ECUADOR	0.00%	0.16%	0.28%	0.60%	2024-11-18 00:20:37

HOSO SHRIMP PRICE USD/KG



PART 02

WHO WE ARE

2024



QUANLIAN JICA

- ◆ Jointly established by China Federation of Industry&Commerce Fishery Industry Chamber and China Aquatic Products Circulation &Processing Association; State-owned enterprises participate in the shares;
- ◆ It aims to build a comprehensive trade platform for imported aquatic products;
- ◆ China's largest importer and distributor of South American white prawns.



China Federation of Industry&Commerce
Fishery Industry Chamber

China Aquatic Products
Circulation &Processing
Association



Ownership structure

SHAREHOLDERS

CAPITAL

Shareholding ratio

EVERGREEN GROUP	11882.093	62.06%
LONGFU REAL ESTATE	2640.804	13.79%
CHENGTOU GROUP(STATE COMPANY)	1915.00	10.00%
LEXIN COMPANY	882.5845	4.61%
YUEHAO COMPANY	882.5845	4.61%
MAOYUAN ZHIYE	882.5845	4.61%
SHANDONG JICA	11.487	0.06%
HEBEI JICA	47.8625	0.25%
TOTAL	19145	100%



PRESIDENT: CHEN DAN



VICE PRESIDENT: CHEN SI



CEO: STEVEN LIU

1991_年

ESTABLISHED

100

SUB-COMPANY

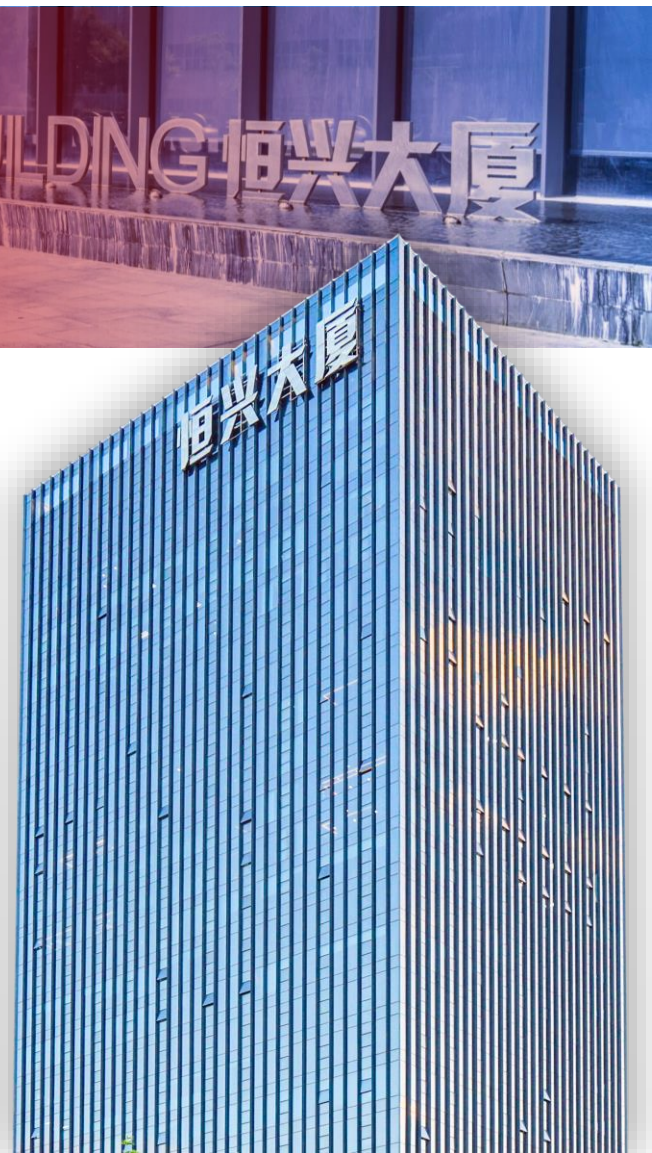
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EMPLOYEES

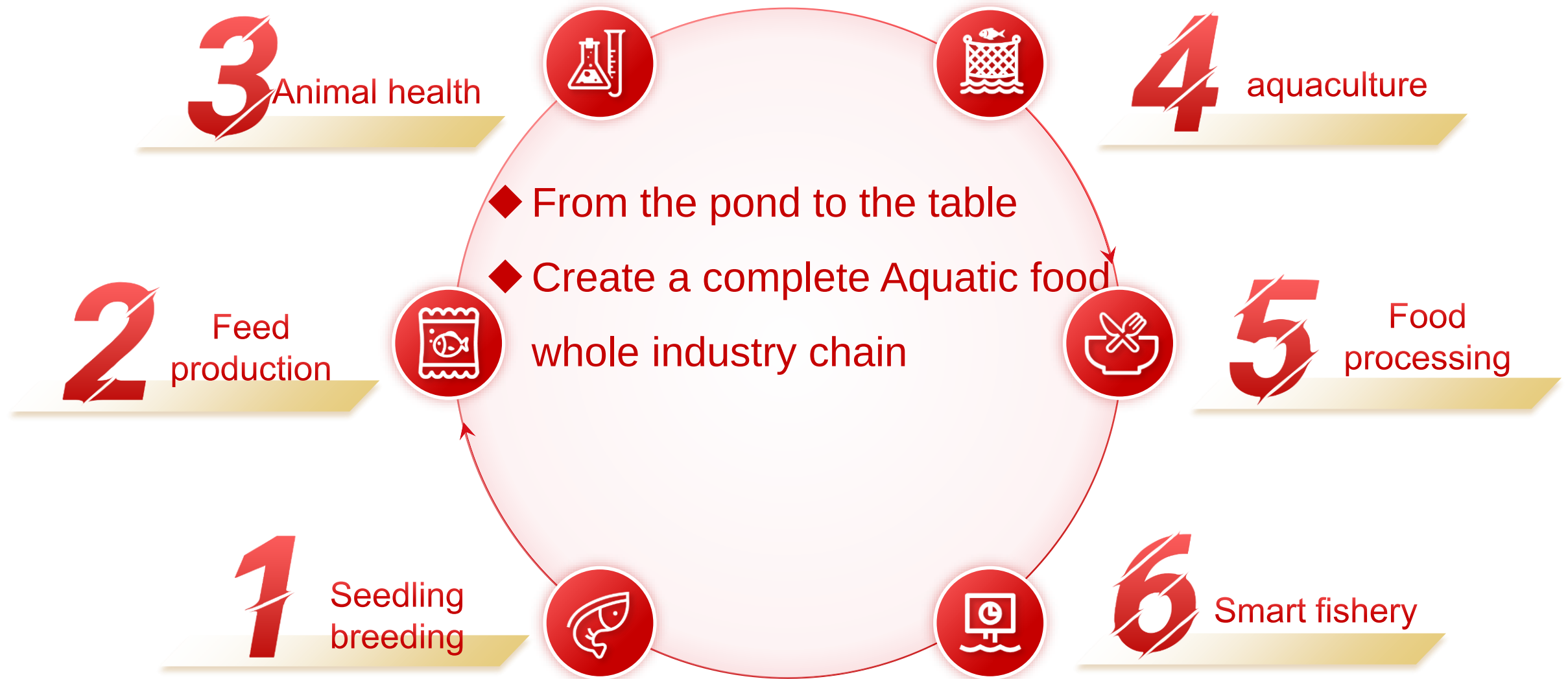
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OUTPUT VALUE

- ◆ EVERGREEN focus on agriculture, deep cultivation of aquatic food industry chain development, to build
- ◆ Specialization, industrialization, internationalization, intelligence.
- ◆ One of the leading modern agricultural enterprises.



● Aquatic food industry chain



PART 03

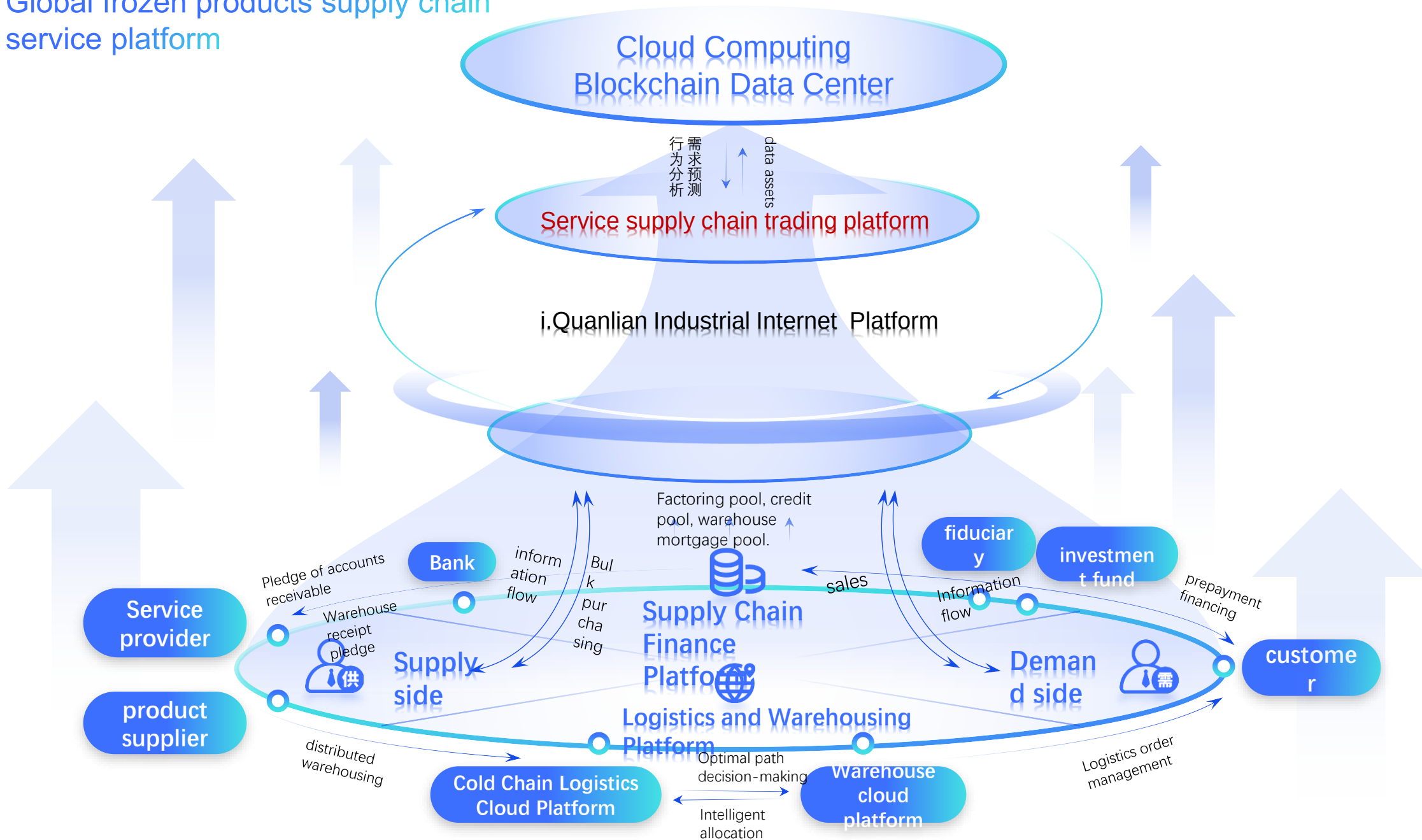
WHAT WE DO

2024



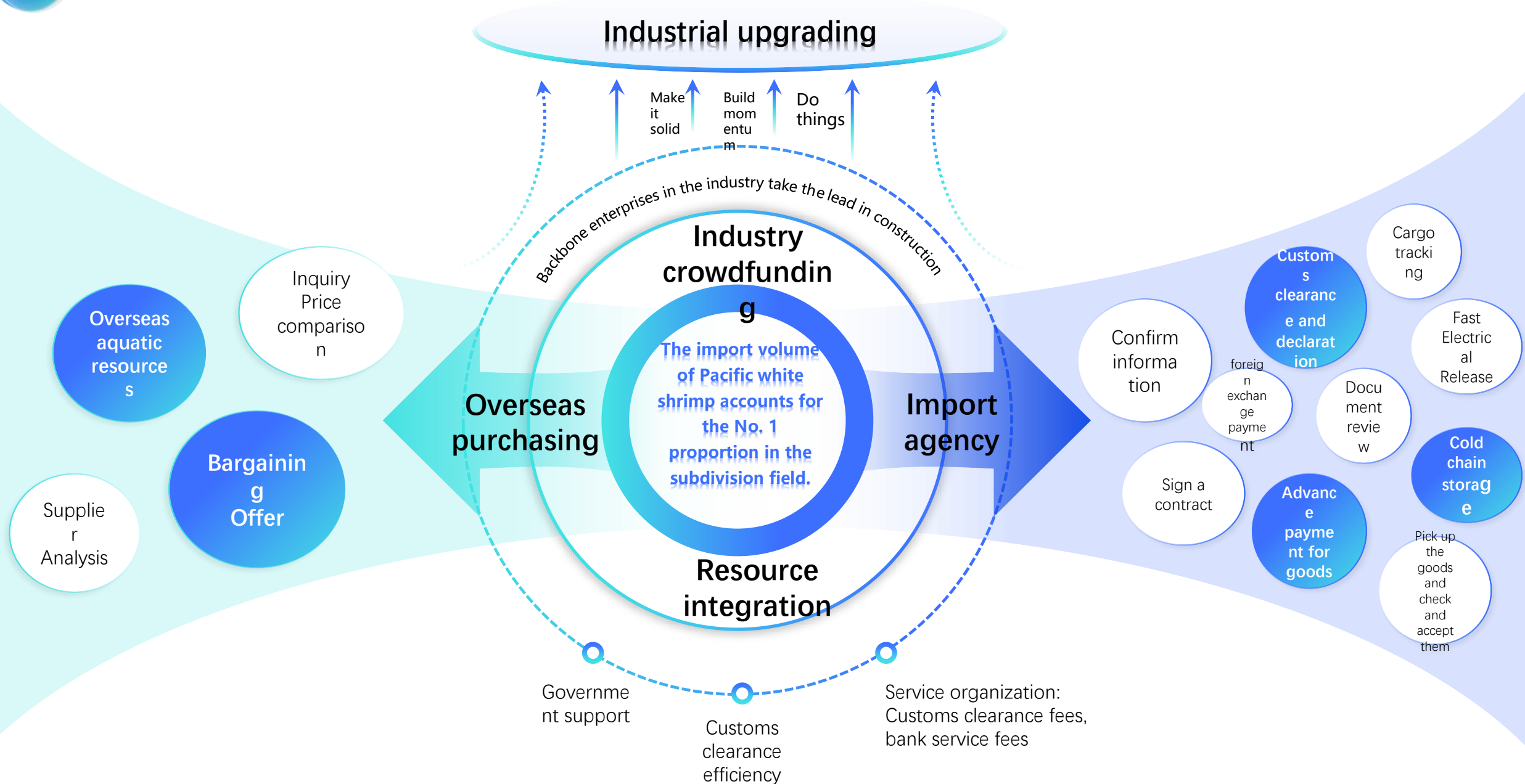


Global frozen products supply chain service platform





Import service scheme



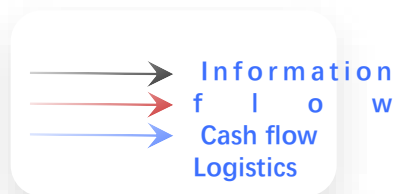


Supply chain financial services

Inclusive Finance of the Bank Annual interest rate ranges from 3.60% to 4.15% The total credit line exceeds 2 billion plus

Supply chain of the world's top 500

Quanlian Federation of Industry and Commerce Rural Revitalization Aquatic Products Loan



Qulan Jica
全联集采

⑧ Transfer of goods

① Sign an agency agreement and pay a 20% deposit

⑥ Pay 80% of the balance payment or open a full amount usance letter of credit

⑨ Credit sales on credit

② Sign a procurement contract

③ Make full payment externally or open a letter of credit

④ Ship by sea
⑤ Enter the bonded warehouse

Wholesale
r

End
customer
s

Customer

Supplier

TIAN
JIN

ZHANG
JIANG

.....



Digital supply chain solution

(E-commerce OEM customization)



Price advantage

Direct procurement of aquatic products from production areas at home and abroad.
With large business volume and low procurement cost.



Supply guarantee

Advantageous single products: shrimp paste, shelled shrimps, shrimps with heads.
Long-term and continuous supply capacity.



Quality control

Quality control in each link of raw materials, production and processing, and finished products.
Checks on processes such as packaging and transportation of aquatic products.



Industry resources

Cooperation resources of aquatic products and frozen products processing factories.
One-stop delivery resources covering the national fresh cold chain.
Cooperation resources with large domestic and foreign aquatic products enterprises.

Full industrial chain service

Product
selection

Quo
tation

Proc
essi
ng

Qual
ity
insp
ectio
n

Deli
very

Quanlian Jica Data base center



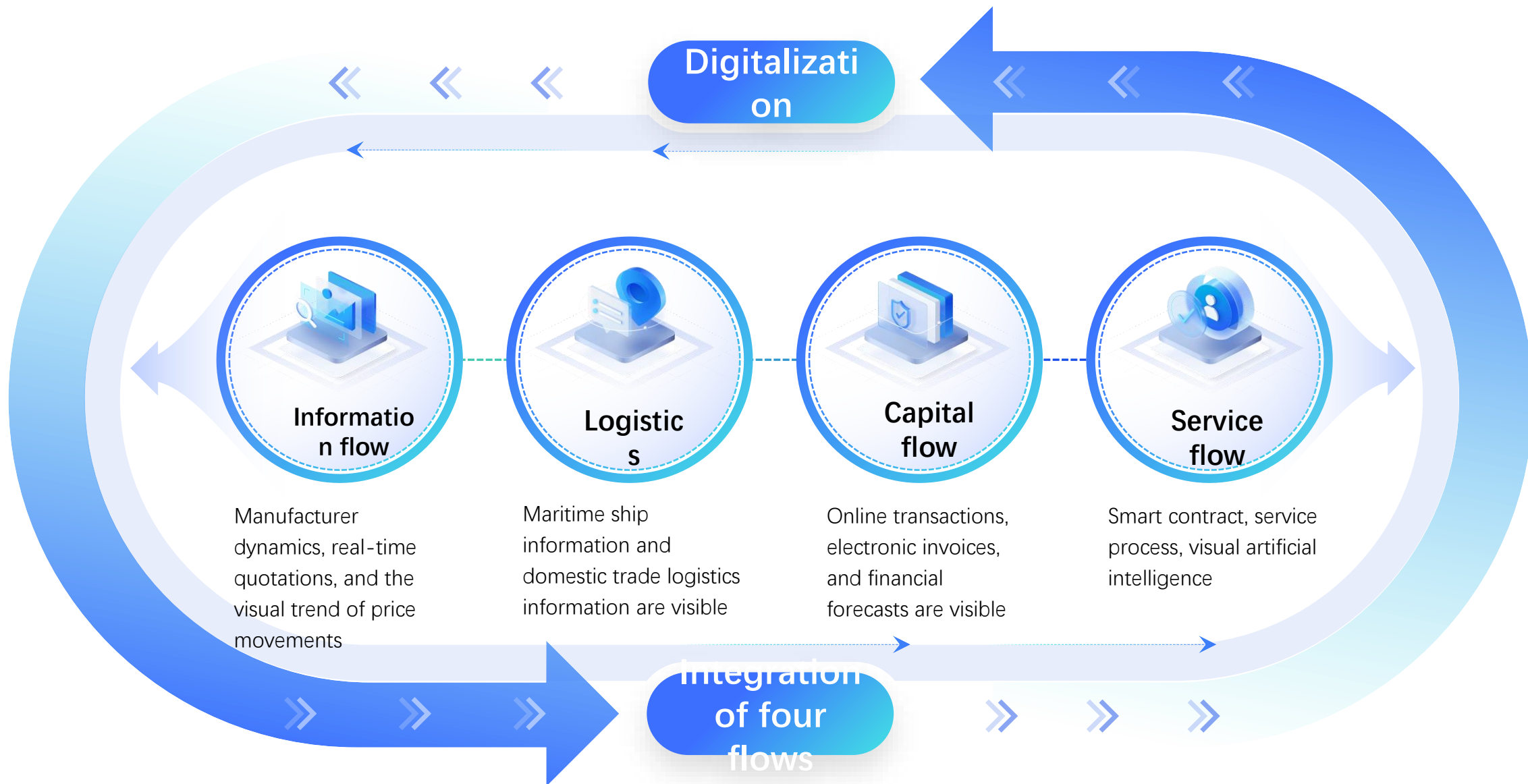
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Seafood Digital services





Digital upgrade of industries





Industry dashboard

Quabian Federation of Industry and
Commerce Centralized Procurement Big
Data Center



Overseas situation

Export data of overseas aquatic product suppliers
Supplier introduction,
Credit rating



Domestic situation

The market conditions of the aquatic products and the prices of prawns.
The resources and scores of the aquatic enterprises.



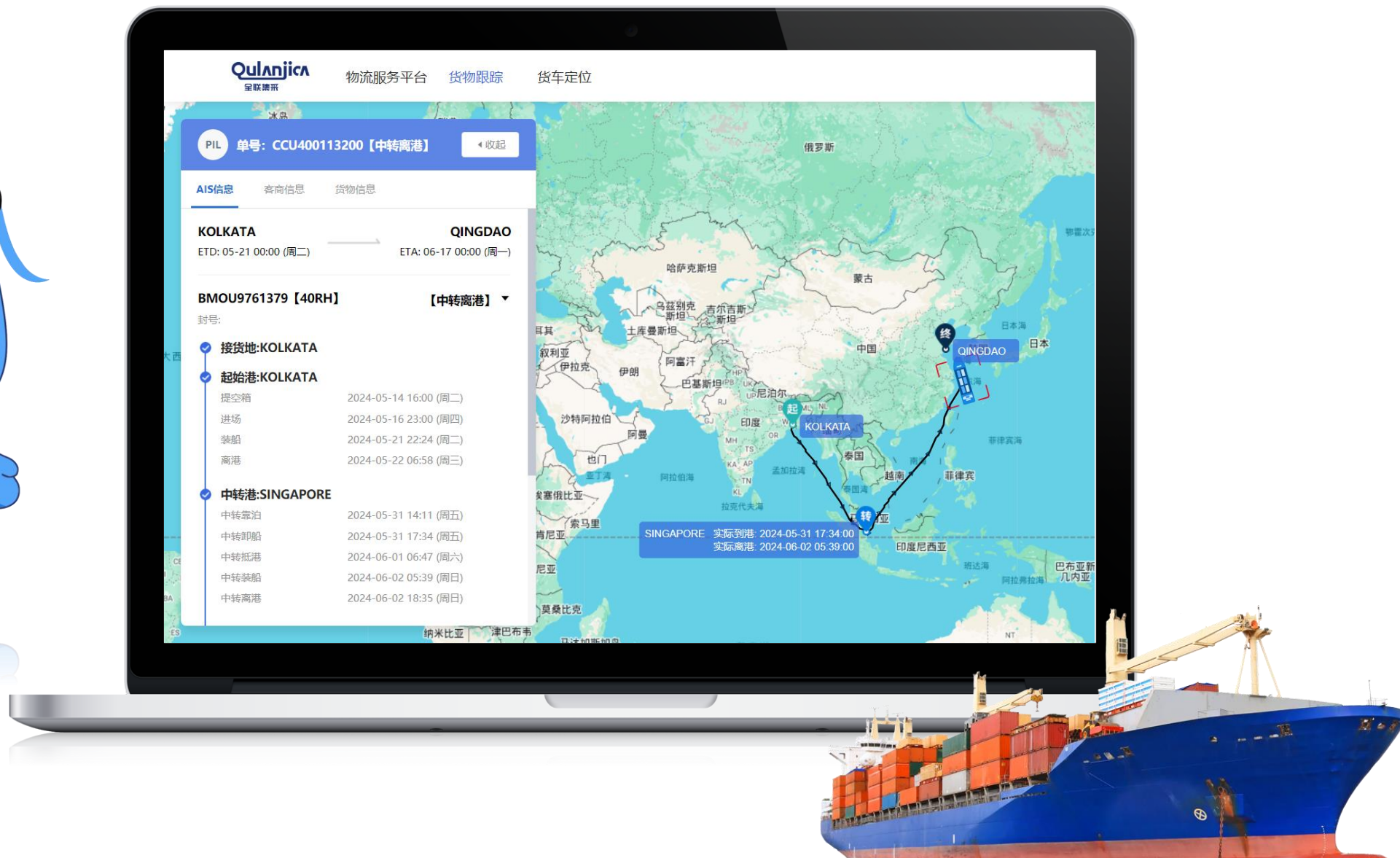
Company situation

Real-time data of import business / Real-time data for import operations .
Collection of domestic supply and demand market conditions





Logistics visualization



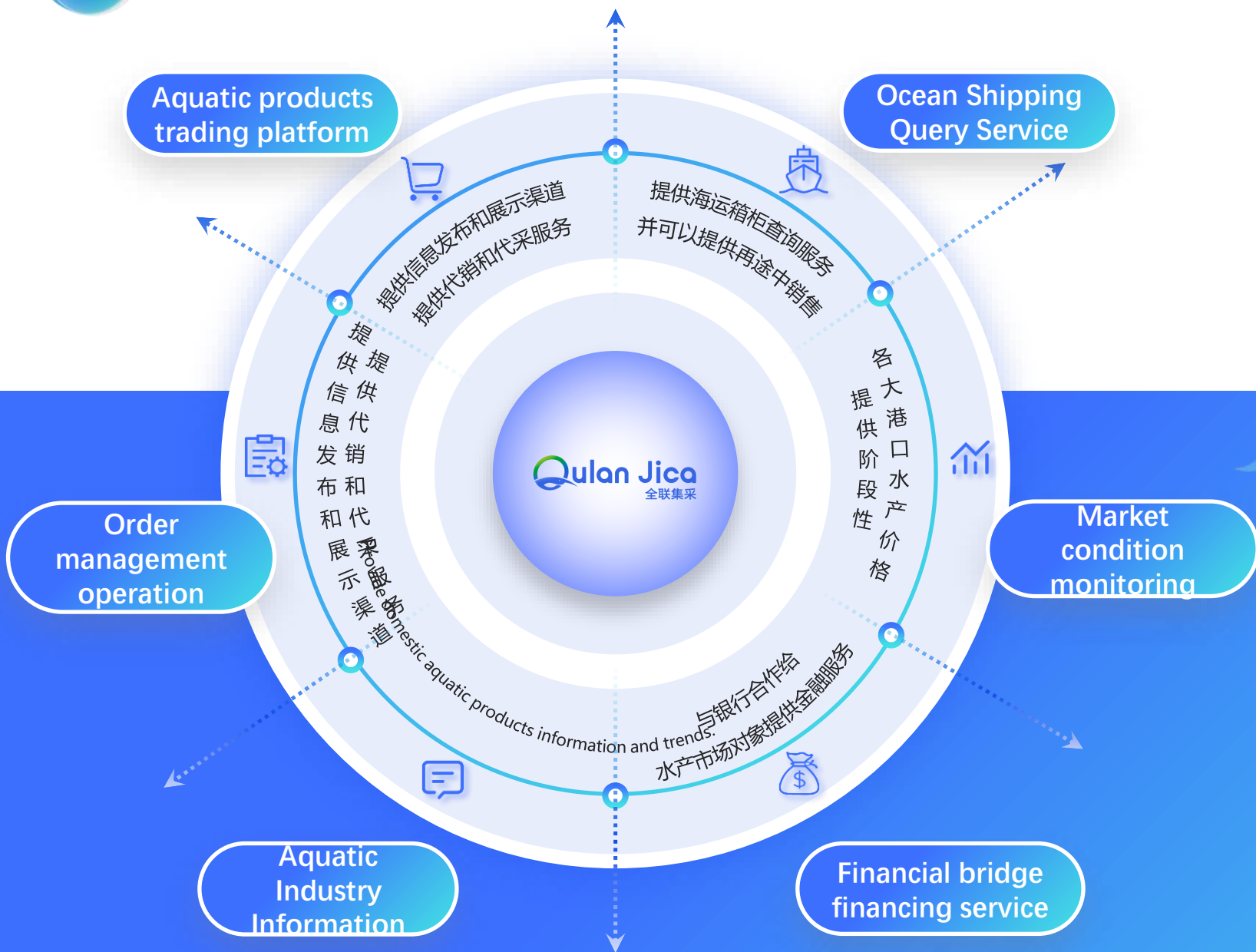


Logistics visualization





i Qulan mini program





Digital upgrade

Industry credit system



Quanlian Establish an industry credit system through big data, and control the industry from human moral risks through import and export big data to provide security guarantees for the high-quality foreign trade development of the industry

Front Warehouse of the International Aquatic Products Trading Center



Through the advantages of the comprehensive bonded area, provide international financial services for foreign traders. In the next step, the company hopes to build a 300,000-ton cold storage in the Zhanjiang Comprehensive Bonded Area as a front warehouse for overseas supply chains. It aims to build a global prawn Asia-Pacific distribution center and finally realize making Zhanjiang a global distribution center for frozen products.



Build digital financial innovation.

Integrate global financial resources, create a more open dual-ecosystem platform of financial ecosystem + industrial ecosystem that combines industry and finance through the layout of global industrial chains and the linkage of domestic and foreign funds.

Empower the
development of the
industry



Promote common
prosperity

Internet of Things + smart fishery

Taking information service for fishery development as the center, build a smart fishery information system of "two cores and one circle". "Two cores" are respectively centered on aquatic products and aquaculture farms. "One circle" is the smart fishery ecosystem.



Ecological reconstruction of digital industrialization

The industrial ecosystem is no longer just turning raw materials into products in the traditional sense. It also needs to process the "data" element and turn data into a part of products. Furthermore, it expands the value space of the industrial chain through data products and services.



Industry digital industrialization architecture

Make data acquisition and processing more open. More data will accelerate the improvement of machine learning. The ultimate goal is to accelerate the formation of a new pattern of data-driven comprehensive display, scientific decision-making, collaborative



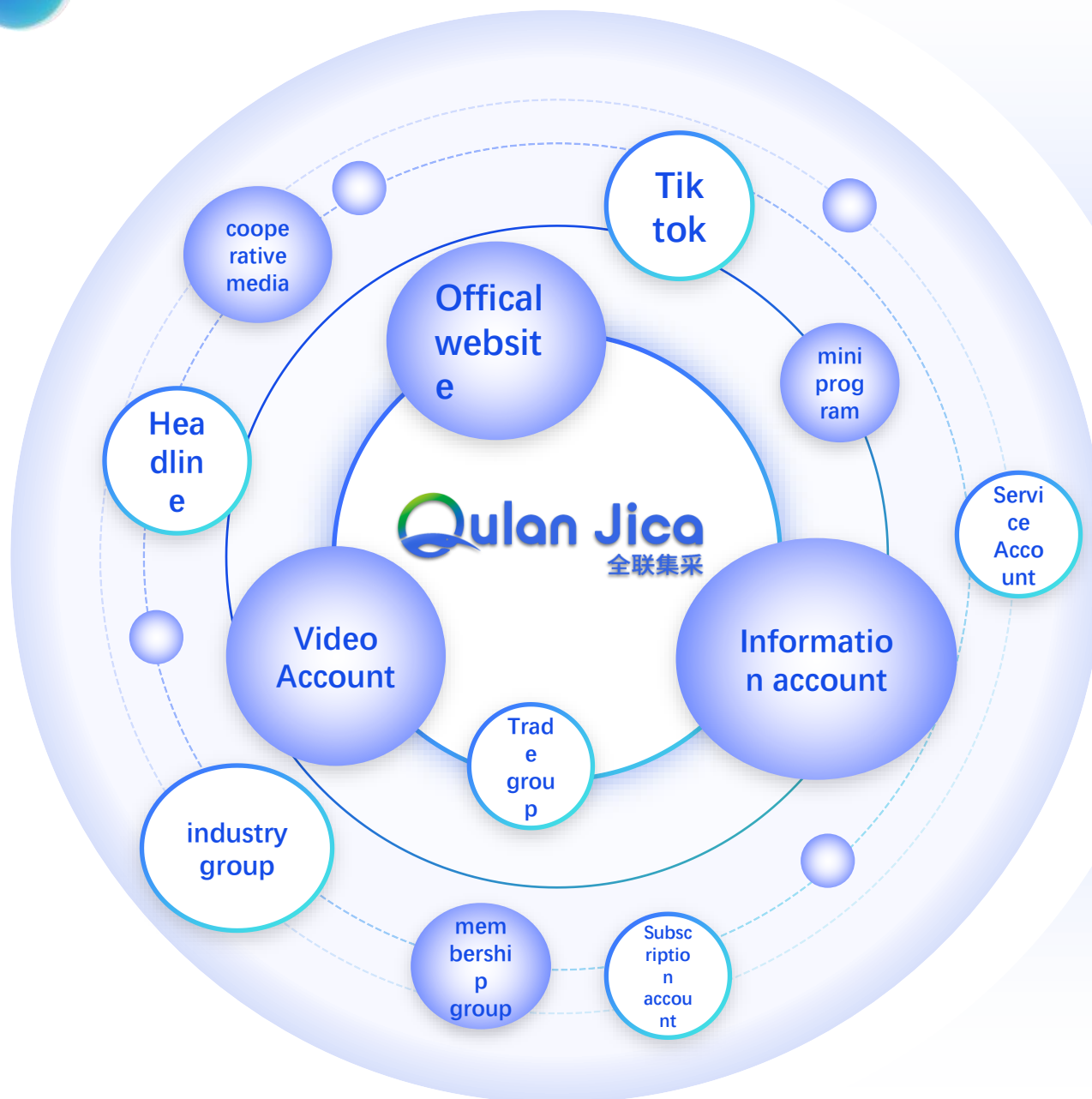
4

Cooperation resources





Industry-leading all-media matrix



**Quanlian Jica
subscription
account**



**Quanlian Jica
Service Account**



Tik tok



**i Quanlian
Service**



**i Quanlian mini
program**





Cooperative Partner

Overseas
supplier

200+

Association, chamber
of commerce and
enterprise.

300+

Third-party
service
provider

150+

Domestic
cooperative
water
enterprises

500+

Adhere to create value for customers, wholeheartedly serve the majority of aquatic customers

PROEXPO

PROMACRO

SOUTH PACIFIC
SEAFOOD

PROFOSORJA

Empacreci

PROMARISCO
GRUPO NUEVA
PESCANOVA

PRORIOSA
Procesadora del Rio S.A.

WINREP

Alimesa
ALIMENTOS SAN MATEO

EMPAGRAN

CRIMASA

MARECUADOR

Omarisa

EXPALSA
THE WORLD'S BEST SHRIMP

SONGA
FOUNDED IN 1922

Export Quilsa. 有信

Procamaronex
PROCESADORA Y EXPORTADORA DE CAMARÓN

NATLUK S.A.
SEAFOOD SUPPLIER
ECUADOR

C&D
建发集团

前海粤十

ZJRAINBOW
虹宝

东方甄选

碧洋优鲜

SANTA
PRISCILA

恒兴集团
EVERGREEN CONGLOMERATE

中国电子口岸
CHINA ELECTRONIC PORT

ICBC
中国工商银行

中国银行
BANK OF CHINA

交通银行
BANK OF COMMUNICATIONS

中国建设银行
China Construction Bank

*Thanks for your
watching*

Quanlian Jica—Global digital
intelligent aquatic product service
platform