

君子藏器于身,待时而动
**The Man Improving Himself, and Waiting for the
right time.**

---进口海鲜中国市场的销售探讨
Discussion on the sale of imported seafood in Chinese market

乔明国/JOE QIAO

青岛美厨食品有限公司
Qingdao Meichu Foods Ltd

这是最坏的时代，也是最好的时代；
是愚蠢的时代，也是智慧的时代；
是黑暗的季节，也是光明的季节；
是令人绝望的冬天，也是充满希望的春天；

SEAFOOD
FRONTWAY

.IT WAS THE WORST TIMES, IT WAS THE BEST OF TIMES.

.IT WAS THE AGE OF FOOLISHNESS, IT WAS THE AGE OF
WISDOM.

.IT WAS THE SEASON OF DARKNESS, IT WAS THE SEASON OF
LIGHT .

.IT WAS THE WINTER OF DESPAIR , IT WAS THE SPRING OF
HOPE.

....

.这是最坏的时代；也是最好的时代；
.是愚蠢的时代，也是智慧的时代；
.是黑暗的季节，也是光明的季节；
.是令人绝望的冬天，也是充满希望的春天；

青岛美厨食品有限公司
-By Charles. Dickens <A Tale of Two



SEAFROM
FRONOD
RWAY

不惧过往，春天已至...
No Fear of past , and Spring came.

青岛美厨食品有限公司

QingDao MeiChu Foods.CO,.Ld



WHO I AM:

JOE QIAO
乔明国

青岛美厨食品总裁
PRESIDENT OF MEICH FOODS

**.20年老水产 20YEAR IN SEAFOOD
BUSINESS**

.中欧EMBA CEIBS EMBA

...

.马拉松爱好者 MARATHON ADDICT



WHO WE ARE ?

进口海鲜的全产业链企业

SEAFOOD CHAIN COMPANY :

国际采
购

WINNING
FOODS

加工基
地

东方杰垦

国际
销售

万宁国际

国内销
售

青岛美厨

IN WINNING/万宁国际...

CANADA/GREENLAND

Cold water
shrimp/lobster

USA

Black cod/
Squid

UK.

Brown
Crab

NORWAY

Salmon/cod/
redfish/mackerel

ICELAND/FAROE ISLAND

(G.halibut/red fish,
capelin)

RUSSIA

Pollock
/cod/
salmon

**CHILE
/ARGENTINA**

King crab

**NEW
ZEALAND
/Australia**

Seabass/
HOKI



青岛东方杰垦食品有限公司

Qingdao oriental dragon food stuffs co., ltd



500名熟练工人 500workers

**工厂管理人员具备15年以上的行业经验，
Mananging team with no less 15 years
experience**

全年加工能力 15000原料

Total capacity 15000mt raw material



**欧洲、美国出口生产许可
Eu & USA export licence**

**国际顶级认证资质：IFS BRC HACCP MSC等
Internatiional certificate IFS BRC HACCP
MSC...**



OUR FACTORY

- . PROCESSING LINE
- . LABORATORY
- . QUALITY CONTROL
- . COLD STORE

青島東方杰星食品有限公司

中國山東省青島市膠州三里河路二號
郵政 266200
BRC 登記號 1794949

食品安全全球標準

第七版:2011年1月
達到的等級 A

審核方案:通知
有涉及的話立即通知
紙質內置料袋裝的冷凍海產魚片(包括三文魚、鱈魚、鮭魚、真鮭和真鮭鱈魚)和冷凍魚片的生产

产品的类别: 64.09
产品数量: 无

审核日期:2016年09月01日
证书有效期:2016年10月11日
换证审核期限:从2017年04月09日至2017年09月06日
证书有效期至:2017年10月08日

此证书的有效性依赖于获证组织遵守认证标准的要求。
The certificate requires all other certificates issued by the certifier to be valid and comply with the requirements of the BRC Global Standard at the full process level. If you need help to understand comments on the BRC Global Standard or the full process level, contact certification@sgs.com or call the TOLL FREE number +44 (0)20 7717 0000. BRC, online help www.brcglobal.com Visit the BRC website www.brcglobal.com to verify certificate authenticity.

[Signature]

This certificate remains the property of
SGS Limited (England) Ltd
Reference Business Unit (Business Unit Creation) 2016, 2017, 2018
T +44 (0)17 535-4000 F +44 (0)17 535-4000 www.sgs.com



Certificate of Approval

MSC Registration number:MSC-C-54151

Qingdao Oriental Dragon Foodstuffs Co., Ltd.
No. 6 ,Weier road ,Sanlizhuang Town, Jimo
266200 Qingdao City
China

This is to certify that the MSC products produced by the above mentioned organisation, have been verified to comply with the requirements of the

MSC Chain of Custody Standard
Version 3.0 – 15 August 2011

The scope of certification is listed on the MSC website at <http://cert.msc.org/supplierdirectory>.
The organisation may apply the MSC ecolabel on certified products after approval by MSCI for the products in the scope of certification.
The sites covered by this certificate and their individual scopes can be found on the MSC website and attached schedule.

This certificate is valid from
28 October 2014 until 27 October 2017
Certified with SGS since 28 October 2014

Authorised by
Jack Vester
Certification Manager
SGS Product & Process
Certification
The Netherlands

[Signature]

SGS Product & Process Certification
PO Box 205, 2200 AE Rotterdam, The Netherlands
Phone +31 (0) 10 402000 - Fax +31 (0) 10 402020
Website www.sgs.com



Accredited certifier
ACC-MSC-002



CERTIFICATE



Herewith Intertek Certification GmbH being an accredited certification body for IFS certification and having signed an agreement with the IFS owner, confirms that the processing activities of

Qingdao Oriental Dragon Foodstuffs Co., Ltd.
No.6 Weier Road, Sanlizhuang Town, Jimo, Qingdao City, 266200,
Shandong Province, 266200 Qingdao
China
C01D 38765

for the audit scope:

Production of frozen fish filets by means of thawing, filleting, salting (cod, haddock) or not (cod, saithe, hoki, haddock and salmon), smoking & cooling (haddock, cod), freezing and vacuum packing/packing (in bulk and consumer pack forms) from frozen raw materials in plastic bags and wax liners

2 - Fish and fish products C, D, E, F *

meet the requirements set out in the
IFS Food
Version 6, April 2014
and other associated normative documents
at Foundation Level
with a score of 92,21 %

Certificate – register number:
Audit date:
Date of issue of certificate:
Certificate valid until:
Next audit to be performed within the time period:

2017-013
23rd of November 2016
18th of January 2017
12th of February 2018
24th of October 2017 –
02nd of January 2018

Muenchengadbach, 18th of January 2017

[Signature]

Monika Oellers (responsible person at the certification body)
Intertek Certification GmbH - Maria-Therese-Ring 11a - 41199 Muenchengadbach



* The number of the individual operations (P) can be found in the IFS Food version 6

Partners / 国际合作伙伴



COSTCO
WHOLESALE



E
EDEKA



TESCO
家乐福



MERCADONA
SUPERMERCADOS DE CONFIANZA



ACCO





**我们在中国...
国...**

**WE ARE IN
CHINA...**

OCEAN DIARY

深海美味 健康日记

GOURMET ORIGIN OCEAN
DAILY HEALTH LIFE

深海日记®
Ocean Diary



深海日记

深海美味 健康日记

FULL LINE FROZEN SEAFOOD



RED F

PO

PLIN



源自枫叶之国 一加拿大
多春鱼
细腻的鱼籽在薄嫩肉体的包裹下
也是美味最直观的感受



新年三文鱼鲜货都会臻山冷水活鲜自己

NORWEGIAN ARCTIC COD STEAK
挪威北极鳕圆切

净含量: 350g

深海日记 Ocean Diary

CANADIAN CAPLIN
加拿大多春鱼

净含量: 300g

深海日记 Ocean Diary

NEW ZEALAND TOOTHFISH STEAK
银鳕鱼圆切

净含量: 360g

深海日记 Ocean Diary

ATLANTIC SALMON STEAK
大西洋三文鱼圆切

净含量: 360g

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GREENLAND HALIBUT STEAK
格陵兰比目鱼圆切

净含量: 300g

深海日记 Ocean Diary

ATLANTIC SALMON STEAK
冰岛红石斑鱼柳

净含量: 300g

深海日记 Ocean Diary

NEW ZEALAND HOKI PORTION
新西兰鳕鱼切身

净含量: 270g

深海日记 Ocean Diary



我爱渔®

| 世界进口海鲜



Norwegian
Atlantic Cod
挪威北极鳕切块

我爱渔 / I LOVE U

冷冻海鲜、深加工海鲜产品

FULL LINE FROZEN SEAFOOD/VALUE ADDED SEAFOOD



我爱渔®

世界进口海鲜



Norwegian Atlantic Cod
挪威北极鳕切块



GOOD

SEAFOOD
FROM
NORWAY

源自挪威
一条改变世界的鱼

《鳕鱼》

(Mark Kurlansky)
[美] 马克·科尔兰斯基——著
韩卉——译

认证的
可持续海产品
MSC
www.msc.org



挪威北极鳕推广活动

Norwegian Arctic Cod Promotion

SEA FROM
FRONT
NORWAY

深海日记®
Ocean Diary

开鱼 SHOW
挪威北极鳕







SEAFOOD
FROM
FRONT
ROW

未来已来

Future Is Coming Near...

每一步都是新的起点

Every Step Is A New Start.

品牌销售途径探讨：

- 电商 On Line Sales
- 传统商超 Supermarkets
- 新零售 New Retails

SEAFOOD
FROM
FRONT
ROW

电 商...
On Line Sales...



天猫 Tmall.com



JD.COM 京东

本来生活
benlai.com

中国家庭的优质食品购买平台

易果 生鲜
YIGUO.COM



每日
优鲜

喵鲜生
Mr. Fresh

下厨房

唯有美食与爱不可辜负

SEAFOOD FROM NORWAY

传统商超...

Traditional Supermarkets...

Carrefour



家乐福

Walmart
沃尔玛

Walmart
沃尔玛

Baidu.com



世纪华联
CENTURY

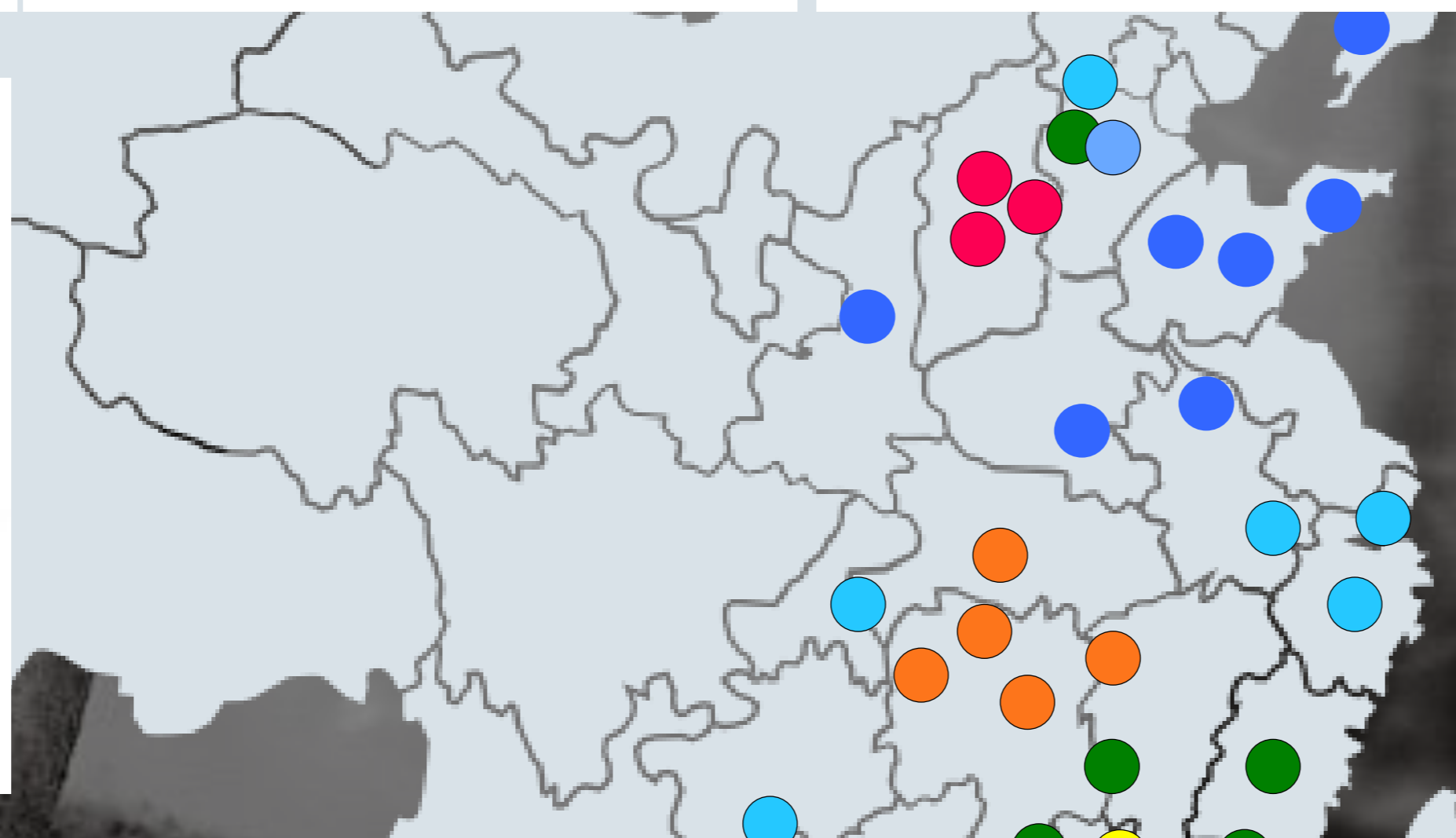
METRO

麦德龙

新浪网 www.nipic.com

By: v_v No. 20140313173139023366

大润发
RT-Mart



YH 永辉超市
YONGHUI SUPERSTORES





SEAFOOD
FROM
FRONT
FORWARD

新零售系统...

New Retails...



SEAFOOD
FROM
FRONT
ROW

无惧过往.直面现在.未来已来

No Fear of past, Facing now, Future is coming...

