

君子藏器于身,择时而动
The Man Improving Himself, and Acting at right
time.

<YIJING-The book of changes,,>

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

JOE QIAO

WINNING
GROUP

这是最好的时代，也是最好的时代；
这是最好的时代，也是最好的时代；
这是最好的时代，也是最好的时代；
这是最好的时代，也是最好的时代；

SEAFOOD
FRONT
M
RWAY

.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；

WINNING GROUP

-By Charles. Dickens <A Tale of Two



WHO I AM:

**JOE QIAO
乔明国**

PRESIDENT OF WINNING GROUP

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

.中欧EMBA CEIBS EMBA

.马拉松爱好者 MARATHON ADDICT

WINNING GROU



WHO WE ARE ?

WINNING GROUP--

FULL LINE OF SEAFOOD COMPANY :

INT. BUYING
& SELLING

WINNING
FOODS

PRODUCTION
BASE

ORIENTAL
DRAGON

DOMESTIC
WHOLE SALES

LEMAIHE
TRADING

DOMESTIC
RETAIL

MEICHU
FOOD

WINNING FOODS

--worldwide

sourcing.....

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
/AGENTINA**

King crab

**NEW
ZEALAND
/Australia**

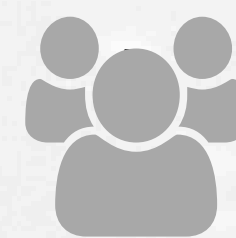
Seabass/
HOKI

WINNING GROUP



青岛东方杰垦食品有限公司

**Qingdao oriental dragon food tuffs
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...**

WINNING GRO



ORIENTAL DRAGON

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



证书 CN066919 正本

青島東方杰星食品有限公司

中国山东省青岛市城阳三里河路二四号

邮编 266200

BRC 登记号 1754949

SGS

食品安全全球标准

第七版:2011年1月
达到的等级: A

审核方案: 通知
审核员的认证范围是
此范围内原料包装的冷冻海产品 (包括三文鱼、鳕鱼、鳕鱼、真鲷和鳕鱼) 和冷冻鱼片的生产

产品的类别: 04.09
产品范围: 无

审核日期: 2016年09月01日
证书发放日: 2016年10月11日
换证审核日期: 从2017年09月09日至2017年09月09日
证书有效期至: 2017年10月18日

BRC CERTIFICATION BODY

UKAS

SGS

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

SGS

Accredited certifier
ACC-MSC-002

CERTIFIED SUSTAINABLE SEAFOOD
MSC
www.msc.org

Authorized by
Jack Vossen
Certification Manager
SGS Product & Process
Certification
The Netherlands

SGS Product & Process Certification
PO Box 200, 3200 AE Breda, The Netherlands
Phone +31 (0) 165 352001 - Fax +31 (0) 165 352025
Website www.sgs.com

CERTIFICATE

Intertek

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
COID 38765

for the audit scope:

Production of frozen fish fillets by means of thawing, filleting, salting (cod, haddock) or not (cod, saithe, hoki, haddock and salmon), smoking & cooling (haddock, cod), freezing and vacuum packing/pecking (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 %

2017-013
23rd of November 2016
19th of January 2017
12th of February 2018
24th of October 2017 –
02nd of January 2018

IFS Food

DAkkS
Deutsche
Accreditierungsstelle
D-DE 16001-01-00

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

Moentropgastech, 19th of January 2017

Monika Oeters (responsible person at the certification body)
Intertek Certification GmbH - Maria-Theresia-Ring 11a - 41199 Moentropgastech

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

INT'L PARTNERS



WINNING GROU



我们在中国...
WE ARE IN CHINA...



TWO BRANDS:

Page 12

深海日记[®]
Ocean Diary

OCEAN DIARY : Offline retails

我爱渔[®]

I LOVE ú : On line sales

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

RED FISH OCEAN DIARY

源自冰与火交汇的国度
——冰岛
红石斑
野生红石斑 1200-1400米深海
五年捕捞记录 于零下100度的寒带



源自位于
狭鳕
环游全球 50 年
20 年捕捞记录

一加拿大

2017年
2018年
2019年
2020年
2021年



每年三文鱼捕捞都会探山潜水测自己

NORWEGIAN ARCTIC COD STEAK
挪威北极鳕圆切
净含量: 350g

CANADIAN CAPLIN
加拿大多春鱼
净含量: 300g

NEW ZEALAND TOOTHFISH STEAK
银鳕鱼圆切
净含量: 360g

ATLANTIC SALMON STEAK
大西洋三文鱼圆切
净含量: 360g

GREENLAND HALIBUT STEAK
格陵兰比目鱼圆切
净含量: 300g

ATLANTIC SALMON STEAK
冰岛红石斑鱼柳
净含量: 300g

NEW ZEALAND HOKI PORTION
新西兰鳕鱼切身
净含量: 270g

WINNING GROUP



我爱渔[®] | 世界进口海鲜



Norwegian Atlantic Cod
挪威北极鳕切块



电商 INTERNET SALES

Working with Main online sales
platform



我爱渔[®]

| 世界进口海鲜





我爱渔® | 世界进口海鲜



Norwegian Atlantic Cod
挪威北鳕鱼切块

返至: 北京 | 你好, 请登录 | 免费注册 | 我的订单 | 我的京东 | 京东会员 | 企业采购 | 手机京东 | 关注京东 | 客户服务 | 网站导航



搜索框 | 搜索 | 本店

法国生蚝 | 意大利干贝 | 澳洲牛排 | 新西兰牛奶 | 澳洲龙虾 | 澳洲羊排



我爱渔自营旗舰店

关注我

孜孜以求世界可持续发展的高品质海鲜



大西洋真鳕鱼

深海美味/营养直供

立即抢购

本店所有商品

首页有惊喜

鱼类

精品礼盒

深海贝类

品牌介绍

分享店铺

收藏我们

从北欧刺骨寒冷的深海, 到内地热闹熙攘的人群, 跨过了海洋和天空的界限, 去满足食客们挑剔的味蕾, 完成一次美味的传递。那一刻, 一切不再受约束, 跨越天空与大海的传递, 只为与美食的邂逅。



银鳕鱼

NEW ZEALAND

孜孜以求世界可持续发展的高品质海鲜

新西兰银鳕鱼圆切
宝宝辅食的选择

方便快捷·产地直采
冷链物流·满99包邮

我爱渔

方便快捷
全国七仓发货

产地直采
深海捕捞 全程追溯

冷链物流
冷链运输 新鲜到家

包邮 满99包邮



深海鱼类
DEEP SEA FISH



进口虾类
IMPORT SHRIMP



进口贝类
DEEP SEA SHELLFISH



精美礼盒
EXQUISITE GIFT BOX



品牌故事
BRAND INTRODUCTION

Woaiyu.jd.com



深海鱼类
DEEP SEA FISH



进口虾类
IMPORT SHRIMP



进口贝类
DEEP SEA SHELLFISH



精美礼盒
EXQUISITE GIFT BOX



品牌故事
BRAND INTRODUCTION

爆款推荐
Burst area 专区

挪威北极鳕
300g

产地直采
肉质细嫩, 皮纯肉白
挪威进口

点击购买



大西洋真鳕鱼切身
900g

产地直采
肉质鲜嫩, 口感爽滑
挪威进口

点击购买



美味推荐
Delicious seafood 海鲜

满腹饱籽 肉质鲜嫩

加拿大多春鱼 500g

洁净海域 | 产地直采 | 冷链运输

点击购买



大西洋真鳕鱼 500g
去皮去刺 口感鲜嫩

点击购买



格陵兰比目鱼 300g
肉质洁白 鲜嫩多汁

点击购买



三文鱼圆切300g
肉色橙红 营养丰富

点击购买

甄选推荐
Delicious seafood 海鲜



¥99.00

立即购买



¥398.00

立即购买



¥36.50

立即购买



¥129.00

立即购买



¥19.90

立即购买



¥29.90

立即购买



¥36.90

立即购买



¥42.80

立即购买



¥41.80

立即购买



¥399.00

立即购买



¥12.80

立即购买



¥21.80

立即购买



Chair man of JD Group

JD

June 18,2017: 31 Billions

June 1-18,2017: 119 billion

TAOBAO

11.11,2017: 168 Billion

WINNING GROU



我爱渔® | 世界进口海鲜



Norwegian Atlantic Cod
挪威北鳕鱼切块

我的淘宝 | 购物车 0件 | 收藏夹 | 手机逛 | 淘宝网 | 商家支持 | 网站导航

必抢好货

真鳕鱼整条 900g
满400领券减50
¥54.45 抢购

到天猫App
新人领388元大礼包

首页

所有宝贝

新鲜刺身

生猛虾蟹

海鲜



我爱渔

点击收藏

收藏人数:21883

冰雪盛宴

进口海鲜第二件1元起

满400元领券减50元

活动时间:1月8日-10日



Woaiyu.tmall.com

¥50 优惠券 满400元使用 点击领取

¥20 优惠券 满368元使用 点击领取

¥10 优惠券 满268元使用 点击领取

满199元 送蒜蓉粉丝贝 260g 礼盒类商品不参加

满299元 送挪威多春鱼 500g 礼盒类商品不参加

冰雪节

前5000名 买二送一
满腹鱼籽 唇齿留香
加拿大满籽多春鱼 1kg

¥51.9 原价 ¥46 立即抢购

冰雪节

满400领券减50
整鱼圆切 肉质细腻
挪威真鳕鱼 整切 900g

¥54.45 原价 ¥160 立即抢购

冰雪节

前2000名 第二件1元
即蒸即食 个大饱满
蒜蓉粉丝贝 780g

¥89.9 原价 ¥178 立即抢购

买三送一

889型海鲜礼盒

买三送一

1388型海鲜礼盒



1588型海鲜礼盒

¥398.0 立即抢购

1888型海鲜礼盒

¥698.0 立即抢购

1. 美食新主义

致力于深海501米



挪威北极鳕圆切 300g

肉厚刺少 口感鲜嫩

¥29.9 立即抢购



冰鲜三文鱼 400g

开袋即食 入口爽滑

¥78.5 立即抢购



阿拉斯加狭鳕鱼 300g

去皮去刺 肉味甘美

¥12.9 立即抢购



新西兰犬牙鱼 300g

肉如凝脂 香甜美味

¥148.0 立即抢购



南美白虾仁 200g

肉质Q弹 鲜甜美味

¥21.9 立即抢购



黄金蟹 400-600g

蟹膏丰满 蟹肉饱满

¥42.0 立即抢购

2. 巧妇精选

在家也能做轻松大厨



阿根廷红虾L1 2kg

个头硕大 虾头饱满

¥148.0 立即抢购



格陵兰比目鱼 300g

肉质肥美 口感细腻

¥36.0 立即抢购



冰岛海参斑 500g

鱼皮厚实 蕴含精华

¥39.9 立即抢购

PROMOTIONS



传统商超... SUPERMARKETS

Selling in abt300 different shops



Market Place
高级超市



Supermarket layout-without sales people



SUPERMARKETS WITH OWN SALES PEOPLE



PROMOTION COOKING SHOW



自营门店 SHELF-OWNED SHOPS

Selling in about 100 different shops

SELF-OWNED STORES

1.8 STORES

2.LOCATED IN QD/JN

3.MEMBERSHIP

4. EDITION-2
PLANNING TO OPEN
ANOTHER 10-20 IN
2018

5. BUYING & EATING





SEAFOOD
FROM
FRONT
FORWARD

新零售系统... New Retails...

Selling around 200shops

WINNING GROU



SEAFROM
FRONOD
RWAY

“In the next ten, twenty years, there is no e-commerce, this is only new retail.”

----JACK MA. Chairman of Alibaba Group.
 (“Ali cloud habitat conference, Oct 2016”)

WINNING GROU

New Retail :

The new retail, relying on the Internet, through the use of advanced technology of big data and artificial intelligence, production, distribution and sales process to upgrade products, and reshape the format structure and ecosystem, and integrating logistics, online services and offline experience.



ALIBABA



JING DONG



YONGHUI/TENCENT



MEITUAN-The biggest online takeout platform



WINNING GROU

Norwegian Cod Promotion In Hema(Alibaba)

SEA FROM
NORWAY
NOR

深海日记®
Ocean Diary

开鱼 SHOW
挪威北极鳕



Norwegian Cod Promotion In 7Fresh(JD)



SEAFOOD FROM NORWAY | 深海日记®
Ocean Diary

开鱼 SHOW
挪威北极鳕



31billion on June 18. 130billion from June 1-18.

SEAFOOD
FROM
FRONT
FRONTWAY

凡是过往，皆为序章

WTAT'S PAST IS PROLOAGUE

---- Shakespeare

How to work in Chinese Market

.Know China/Be China.

.Find a good partner.

.Using wechat

.Know China.

...Chinese Culture on fish

...People like fresh fish

...Fish need to have head

...Different cooking culture in China



SEAFOOD FROM NORWAY

COD IN CHINA



我爱海
源自北极深海201米!

WINNING GROUP

SEAFOOD
FROM
FRONT
FRONTWAY

未来已来... ---Jack Ma

FUTURE HAS COME, BE READY FOR THE FUTURE!

WINNING GROUP



SEAFOOD
FROM
FRONT
FRONTWAY



THANKS

WINNING GROU