Hong Kong Sustainable Seafood Coalition



Marketplace Working Group Minutes

Date: 30th March 2021

Location: Zoom Attendees: 9

5 Members 2 Steering Committee

1 Secretariat 1 Observer

Agenda

- 1. Reverse auction walk through
- 2. Discussion

Key takeaways

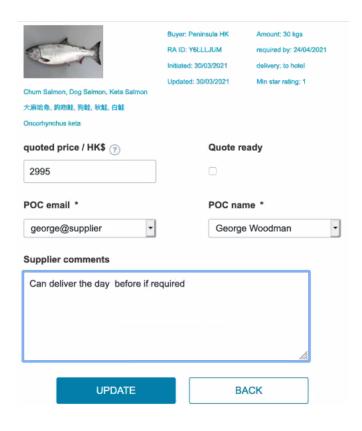
- Reverse auction procedure was well received by suppliers
- Useful feedback was provided on useability and incentivising suppliers to come on board:
 - Need to ensure buyers will use the platform
 - Ability to upload multiple items at one time for later editing
 - Adding HS codes would be useful, but time consuming from a web development perspective
 - Initial specification details should be included in search function

1. Reverse auction

- 1. Teng Hoi provided walkthrough of procurement process based on reverse auction approach
 - i. Having input criteria, purchaser can see number of suppliers who have the desired product
 - ii. Request for quotation sent to suppliers
- 2. Teng Hoi showed view as supplier and how to update system

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2. Discussion

- 1. Feedback from suppliers:
 - i. Process is clear
 - ii. Platform can enable a more professional approach to procurement
 - iii. Platform can raise awareness with purchasers who aren't aware of nuances in purchasing seafood products
- 2. Challenge 1: Some prices will not fluctuate too much over 2-3 month period. Can suppliers have prices that remain on the site
 - Feedback: two pronged approach; Original marketplace format with set prices, reverse auction is additional functionality.
- 3. Challenge 2: Getting purchasers to go through platform and break with current approaches. Often WhatsApp or direct calls are used.

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Feedback: How MP2 helps; procurement may not know the details around which particular seafood is to be purchased

4. Challenge 3: sourcing large quantities takes planning as a supplier. This is when the communication between purchaser and supplier is important. The auction approach can make it difficult to address this.

Feedback: RA could be used as a means to provide a long-term contract

6. Question to suppliers: Would adding HS customs codes be useful?

Feedback: Yes, if from a reliable source.

Note: Adding this feature would be time consuming.

7. Question to Teng Hoi: Can we add initial specification details (fillet, whole etc.)?

Feedback: Within suppliers' own marketplace this could be provided. Teng Hoi will aim to try and provide this.

8. Question to Teng Hoi: Can multiple products be added at once, then edited on the platform?

Feedback: [George to complete]