



Working Group Minutes

Date: 24 Jan 2022

Location: Zoom

Attendees: 7

4	Members	1	Technical Advisor
#	Observers	1	Steering Committee
1	Secretariat		

Agenda

1. HKSSC promotional video
2. Marketing / recruitment collaterals
3. Recruitment meetings and targets
4. Member tools and product trials
5. Minderoo Foundation proposal – HK policy reform
6. Social media presence
7. Identifying a member to chair the WG for 2022
8. Q2 meeting date 2022

1. HKSSC promotional video

- Need for member logos - wait until logos have been included before publishing the video widely on social media - AGM will discuss deadlines for including member logos (recognising internal review time needed for some members)
- Other platforms to disseminate the promotional video: LinkedIn, HKSSC website
- It was suggested that HKSSC might want to consider a Facebook page but the issue of resources to keep this updated was raised - possibility of an HKSSC facebook page can be reviewed again when more resources will be available

2. Marketing / recruitment collaterals

- All materials finalized - intro slide deck, membership pack, new member welcome steps, VCoC step-by-step guide, sector specific challenges, HKSSC virtual banner
 - **Action:** [Renee] to upload virtual banner to member platform, to make shared drive for member portal available for all members and email members on how to access the portal
- Recommended that a portion of member fees should go into translations in 2022 and generally agreed by WG



3. Recruitment meetings and targets

- Three new members joined between Dec 2021 and Jan 2022 – Saga Seafood, Wynn Resorts and KIN Food Halls – thank you to those members that helped to make the connections
- Recruitment materials are working well – HKSSC introduction deck with promotional video plus follow up Member pack and other support documents seem to be working
- Maxim's seems interested, but might be limited in terms of capacity - would be good to reach out via MOHG/ Peninsula
- Parent company of MOHG also has a stake in Maxim's and MOHG might be able to help connect the HKSSC to them
 - **Action:** [Renee] to send contact points at Maxim's to MOHG to identify who else may be helpful to connect with
- Hyatt: not a member, KIN Food Halls offered to reach out to the APAC office. It was noted that Hyatt was involved in the early days of the HKSSC but did not become a member. Now could be better timing
- Peninsula offered to reach out to Langham (close to Cordis), NWS Holdings, Cafe de Coral
- Follow up planned with Dairy Farm, Pret A Manger, Melco, HKJC, Swire Hotels, Metro HK office, FMO and A.S. Watson. **Action:** Secretariat and TA to follow up
- Cathay Pacific Airways / CPCS – introduction recently made

4. Member support tools and product trials

- Tools now comprise data collection questionnaires for suppliers (first step and follow up) and a Member Support tool which is a data repository document for risk assessments
- Trials are underway with the help from M&C and Indoguna Singapore - however still awaiting further data from suppliers
- Worldwide Seafood Ltd: very prominent supplier in Hong Kong - a main supplier for a lot of live seafood species, especially live lobster. Indoguna knows them well but not much association as they carry different products. Agreed very useful to collect data on various products sourced from them by various members.
- Members suggested that species for Chinese restaurants (e.g. Grouper and sea cucumber) would be of interest and strategic (for potential engagement with more Chinese members in future)
- **Action:** MOHG to send species / common seafood names to include in the WSL data request
- **Action:** TA to follow up with Sands China to identify products / species to include
- Other members are welcome to suggest species names that they are concerned about
- It was suggested by hotel members that the response from WSL can be received first before trialing the supplier questionnaires with more suppliers. To use WSL as a learning process to see what is possible. Most suppliers are contacted by



procurement teams via whatsapp and phone calls so would be difficult to get a response via a detailed document. Historically Peninsula has found this to be a challenge (when sending detailed questions to suppliers to respond to WWF requests for info).

- **Action:** Peninsula to reach out to procurement team to see whether other channels would be easier for reaching out to suppliers

5. Minderoo Foundation proposal – seafood trade / HK policy reform

- Proposal was put together about two years ago - not much success with US foundations, but Minderoo Foundation from Australia has recently shown more interest
- If funding is granted, then project to be started this year and expect to be completed by mid 2023
- Will be a large-scale project that will involve collection of ten year's worth of customs data of seafood traded into Hong Kong from 150 plus countries, by seafood product type, form and mode of transport. As well as interviews with HKSSC members, Seafood Merchant Association and FMO to better understand seafood trade flows, documentation gaps and industry support for improvements to close those gaps. As well as comparative country by country import controls analysis.

6. Social media presence

- LinkedIn remains the main channel to promote organisational goals (including news, webinars and events)
- All O&C WG members are admins on the site - please contact us if any WG members are not admins and members are strongly encouraged to invite their contacts and other potential recruits. Note as admin you have 100 credits each month to invite new followers. **Action:** all WG members
- Members are encouraged to include HKSSC in their own personal LinkedIn profile (tag: HK Sustainable Seafood Coalition) - this is deemed crucial for boosting credibility of HKSSC as these profiles will be highlighted when people visit the HKSSC LinkedIn page. **Action:** all WG members
- Richard Ekkebus' recent article in SCMP posted on LinkedIn – great outline of the regulatory issues in Hong Kong and mention of the HKSSC; also posted his CNN Business interview on sourcing locally
- Other relevant posts by members – please remember to tag @HK Sustainable Seafood Coalition and #HKSSC
- Everyone is encouraged to post news articles and relevant events
- Any events coming up that we can mention? **Action:** all WG members
- [HKSSC YouTube](#) site: only 10 subscribers. **Action:** all WG members to review before next WG meeting to share ideas on how to increase viewers

7. Media campaigns and event platforms in 2022



- Ideas to enhance HKSSC's reach (from The Purpose Business Review):
 - Key Opinion Leaders / Ambassadors to promote sustainable seafood
 - Participation at industry events and promoting HKSSC (e.g. sustainable seafood month)
 - Speaking opportunities at conferences and events
 - HKSSC materials published on members' social media platforms
 - WG members to discuss ideas at the next WG meeting (4 April) with targets set for 2022

8. Other initiatives for 2022

- Other ideas that emerged during previous WG meetings:
 - Training for members – e.g., tender submission, product sourcing KDEs, country specific challenges e.g., China. We could explore partnerships to deliver on this, funding dependent
 - Outreach to Chinese businesses and industry groups with support from members, Secretariat and Stan Shea
 - Webinars in 2022 – 1 x English, 1 x Cantonese. Recommend presenting on topic related to SRA project (e.g. sea cucumber, DNA testing and species assessments completed in 2021 / 2022)
 - Members to discuss all of the above at next WG meeting (4 April)

9. Identifying a member to chair the WG for 2022

- Makiko (Indoguna Singapore) has confirmed interest to Chair from Q2 onwards

10. Q2 meeting date 2022

- Q2 meeting date for April 2021 – proposed 4th April 2022 @4.30pm HKT