

**APPENDIX D**

**Shark Fins 1 & 2**

<b>Name:</b>	XXX	XXX
<b>Add:</b>	XXX Wing Lok Street	XXX Wing Lok Street
<b>Interviewee:</b>	Staff ( position unknown )	Manager (Mr. XXX)
	<b>Products and Supply Issues</b>	<b>Products and Supply Issues</b>
a.	<p><u>Shark fins</u> ( 60 % )            Fish maws and Sea cucumber ( 30% )            Sea horses (few)            Others: shark cartilage and meat</p>	<p><u>Shark fins</u> (50%)            Sea cucumber (20%)            Fish maws            Others: frozen and canned abalone</p>
b.	--	Soups
c.	<p>-Whale sharks and Basking sharks are the best            -Caudal fin is the best            -Mixed fins have lower prices            -Dorsal fins are not good as they have fewer fin rays</p>	<p>-Many species can be used. (do not have exact answer), nearly 200 out of 300 species of shark can be used.            -All the fins in the shark can be used.            -Best: Whale shark fins and the caudal fins            -The dorsal fins, the mixed small fins are not good (fewer fin rays)</p>
d.	Import	Importer
e.	India, South Africa and Australia	Mainly from Australia
f.	<p>High quality: Australia            Low quality: South Africa and Sri Lanka</p>	<p>High quality: Australia (better processed)            Low quality: Indonesia and Middle East (heavily salted)</p>
g.	Yes	Yes
h.	<p>Fishermen            →collecting agencies            →importers ( Hong Kong )            →processor / wholesalers            → retailers            →customers</p>	<p>Fishermen            →collecting agencies            →importers ( Hong Kong )            →processor / wholesalers            →restaurants / retailers            →customers            -About 50% of the collecting agencies have their own fishing teams            -collecting agencies in Australia run by Australian, Chinese and Vietnamese.</p>

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i.	By air	Mainly by air -as the prices of shark fins are always fluctuating, they would like to get the products quickly.
j.	Quantity: stable Quality: no change	Quantity: stable Quality: no change
k.	Surplus: stockpiling	No. Quite stable
l.	Not in China. People will “say” less to minimize the custom duties.	Not in China People will “say” less to minimize the custom duties. Other traders have illegal methods importing to China, this is not uncommon.
m.	-Buy directly from dealer with invoice. -will have staff overseas to check and buy products from suppliers	-Buy directly from supplier with invoice -they will not directly buy from fishermen
n.	Captured: -Large scale fishing team ( may go out for several months ) -By nets, seasonal  Processed: -Removing fins from fish’s bodies -Drying	Captured: -Large scale fishing team, off shore. -By nets, line with large hooks  Processed: -Removing fins from fish’s bodies on boat ,and freeze them.
o.	Yes. Drying.	Yes. Drying
p.	They do not know.	Unknown
q.	People prefer non-salted fins. The salted ones are mainly from Middle-East. They are lower in quality, heavier, with more cartilage attached to the fins, and need longer process for washing. But, the prices are lower.	People would like to buy well processed fins, such as those from Australia. But, actually, the processing hardly affects the true quality of the fins.
r.	Price range: \$300 / 400-\$2000/catty	<\$20-< \$2000/catty
s.	Buying prices: quite stable Selling prices: slightly decreased	Buying prices and quality are stable as they are mainly from Australia. The selling prices fluctuate from time to time. Overall, rising a bit.

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t.	Decreasing	Demand is decreasing, and seasonal drop in demand is coming.
u.	More popular: shark fins (commonly used in restaurants)	--
	<b>Sales and Business Issues</b>	<b>Sales and Business Issues</b>
a.	-Seasonal demand -General demand -regulations in China	-General demand - Seasonal demand
b.	-Quality -Price -Business relationship ( as customers can buy the products with credit )	-Quality -The customers will come and see the quality first before they will buy them
c.	Hong Kong: less China: mainly	Hong Kong:80% China : 20%
d.	Providing the products are profitable, it does not matter too much.	They said they don't have any idea.
e.	They do what they know well.	-They don't have any idea. But they said for the shark fins, as the prices can fluctuate a lot, maybe the shark fins will bring high profits.
f.	No	Yes, a large dried seafood, bird's nest and medical shop
g.	--	Their company has two divisions: one is dried seafood part (XXX's dried seafood-for wholesale only); another one is responsible for birds' nest and medical shops with 13 retailers around H.K.
h.	Largest dealers: no ( have several regular suppliers ) Key competitors: the importers nearby	-They have several regular suppliers in Australia -The key competitors are mainly the other importers nearby, no specific one.
i.	No	No.
j.	No	Yes, China can offer cheaper ports
k.	Help. -High demand in China -The regulation will be more improved, more business can be done with them.	Hurt. -Products can ship directly to China, no need to pass through Hong Kong.
l.	Unknown	Unknown
m.	Unknown	Unknown
n.	-Lack of demand	-Lack of demand

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	-regulations and heavy custom duties in China	- regulations and heavy custom duties in China
o.	Hong Kong: Not yet Overseas: Yes	Hong Kong: No China: Yes
p.	Future: Yes	Currently: China regulation problems
q.	-By increasing the price. -try to sell the products by some “tricky methods”	-Do nothing -May switch to other products as they already sell many other types of dried seafood.
	<b>Social-Economic Issues</b>	<b>Social-Economic Issues</b>
a.	When: 7-8 years How: the boss was another company’s manger before	When: 1994 How:
b.	Satisfied	Satisfied
c.	The China regulation problems	Seasonal drop and China regulation
d.	No comments	Unknown
e.	They are not willing to tell which organization -once/month	No
f.	-News or Intelligence -Social	--
g.	Competitors: not regular Suppliers: -Several times per year -Will send staff to the suppliers’ countries to check the quality of products.	Unknown, depends on the boss.
h.	From the suppliers of India	They will get information from overseas suppliers.
i.	No	Yes -They have their own homepage -They use internet to do business with others. Some new dealers will send them product samples after visiting their homepage.
j.	-The demand -General economy of Hong Kong	-Good economic future in H.K. -Better regulations in China. -The general demand.