

Australian seafood to make impact in Chinese market

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South Australia's Southern Rock Lobster is ready to splash back into the Chinese market after officially lifting trade restrictions.

Valued at over \$20 billion annually, the Chinese seafood market was previously one of South Australia's most significant seafood export destinations.

In June, the South Australian government launched the Seafood Export Growth Program to prepare the sector for the removal of trade restrictions and its re-entry into the market. At its peak in 2020, South Australian Southern Rock Lobster exports to China were valued at \$73 million.

The Seafood Export Growth Program has already supported several initiatives, including assisting South Australian seafood exporters at China's largest trade show, the China International Import Exhibition (CIIE), in Shanghai in November.

As part of the Program, and with restrictions lifted, the South Australian Government, through the Department of State Development, is supporting a group of leading seafood importers from China, Hong Kong and Singapore to visit the state in February.

The importers will be able to visit Port Lincoln and Coffin Bay, meet with seafood exporters directly, and learn about the state's premium quality seafood, which is sustainably fished in pristine clear waters.

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