

Analysis of Current Status of the Salted Fish Processing Industry in China's Qingdao Area: Volume, Structure and Innovation

1. Name of research leader and research members

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2. Project objectives

- Provide a presentation of the Chinese salted fish industry for the Norwegians
- Map the production facilities and activities dominating the Chinese salted fish industry with a special focus on the Shandong Province, and especially the Qingdao-region.
- Discuss the influence of and future for the Chinese salted fish industry in general, and especially its Shandong activities
- Provide data, market analysis and policy suggestions for further elaboration of salted fish trade between China and Norway

3. Background

China's Shandong Province has a national leading position regarding aquatic product quantity, value and export volume. Aquatic processing and trade is Shandong Province's advantageous industry, with the share of more than 56% of the national aquatic industries. Within Shandong Province, Qingdao serves as the main production locations for such industries. However, the role played by salted fish in the Chinese-Norwegian Fishery Trade and Cooperation, has not been studied earlier.

4. Research problems

What is the historical development and national economic position of salted fish processing industry in Shandong Peninsular and Qingdao area, and in what way is the salted fish processing industry in this area structured to meet the demands of European salted fish markets? Which connections exist in 2008 and 2009 with salted fish buyers and producers from Spain, Iceland, the Faroe Islands and Norway? Which barriers and possibilities exist in the Chinese-European salted fish trade relations? What are the characteristics of the innovative activities of the salted fish processing industry in Shandong Peninsular and Qingdao area?

5. Theories and methodologies

The structure analysis of salted fish processing industry in Shandong Peninsular and Qingdao area, relies on theories of product, technological and institutional innovation, production structure composition and development, market demand changes and the analysis of its production chain's characteristics. The collection and preparation of related data will be accomplished through a series of methods, such as field investigation, questionnaire survey, statistic yearbook reference, specialist's interview, etc.

6. Relation to the tasks of the main project: Task 1.4

7. Time-schedule: Expected time of accomplishment: May 2009