The Alibaba 10th anniversary 2nd Network Business Trade Show was held in Hangzhou Exhibition Center in Hangzhou, China, September 11 (Friday) through 13 (Sunday), 2009. Ms. Zhang, General Manager of Morimatsu Shanghai Office, and Ms. Li, a sales staff, participated in the event.
This show was organized in Hangzhou as an event commemorating the 10th anniversary of the foundation of Alibaba Co. Probably many of you may know about Alibaba's business site, which is designed to assist in transactions among companies via internet and provide a community for free trade.
Mr. Jack Ma, founder and CEO of Alibaba, is from Hangzhou. After his experience as an English teacher at Hangzhou Electronic Engineering School and lecturer for international trade, Mr. Ma founded China’s first internet business information site. Subsequently, he developed a network trading market in China, and in 1999 founded Alibaba Co. At present, the company is attracting attention as a business information exchange site connecting participants not only in China but also in the world.
Ms. Zhang reports from Shanghai about the exhibition as follows.

Amid the mounting attention from many parts of the world, the “Second Network Commodity Trading Show in Hangzhou” was held in Hangzhou, an outstanding Chinese tourist city.
Alibaba, the sponsor of the show, invited not only the users of TAOBAO in China but also suppliers from Japan, India and Taiwan for the first time. The exhibition was a flourishing success with participation by more than 1,000 companies which displayed a variety of commodities. The three-day show was blessed by refreshing autumn sunny weather and the show site was crowded with many visitors. It has been reported that the number of visitors during the show approached 200,000, by far exceeding the anticipated 100,000.
In the Japan Pavilion, nearly 100 companies from industry sectors such as cosmetics, electric appliances, living commodities, foods and transportations, exhibited their products. Visitors’ attention was focused on the trend, high quality and safety of Japanese products.
Four companies related to Japanese food took part, and three of them—Morimatsu, and Kagome and Mitsukan on our both sides—offered sample eating. Our booth was decorated with a poster of yellowtail in impressive fresh blue. That created a soft mood on the whole, with the blue color of the ocean, and conveyed an intimate image. The imitation Yellow-fin Fillet and Yellowtail Loin, demonstrated on the round glass desk, caught the attention of all the people visiting our booth. They made diverse comments and questions, which included "This is really big!" or "Is this a whale?" or "Won't this go rotten?" During the three days, Ms. Li took up the role of cutting fish using his experience in the past show in Hong Kong, and I mainly dealt with the visitors. Unlike previous exhibitions, there were many young visitors, who seemed to have gotten interested in fresh fish smoothly. There were so many visitors that samples of yellowtail sashimi, offered in the sampling corner, were eaten up very quickly. Ms. Li’s cutting board was surrounded by many people, who asked a variety of questions. This was the first debut of yellowtail in Hangzhou, and I am glad to see so much popularity for our products. For most people, it was the first time to eat yellowtail. I believe we can have expectation for strong sales in Hangzhou in the days ahead.
As this was a network commodity trading show, many individual buyers who aimed to sell their products from their network shops at home
visited the exhibition. There were numbers of people who said they wanted to sell or buy the products of our company through networks. But the reality is that such network trading cannot be realized at present because, in China, it is still difficult to preserve the products properly and the distribution of frozen food has not well developed. Some said that the unit price of 250 yuan per kilogram was too expensive, while others said they wanted to buy the products on the spot. Some visitors asked: “One whole fish is big. Do you have a smaller one?” or “Where in Hangzhou can I buy this product? Can I buy it at a supermarket?” I explained: “I'm sorry. Yellowtail is not yet available in Hangzhou. Please contact our company” and handed out my business card.

On the first and second days, we could appeal our products to visitors while conversing with them in an amicable mood. On the third day, which coincided with Sunday, the atmosphere of the exhibition site was changed into that of Sunday morning market. The age brackets of visitors were widened, ranging from traders to people with their families and aged people. Many people appeared to have come for the extra-low-priced sales on the last day. More visitors came for sample eating, and we were fully occupied with responding to their demand.

The first-hand impression I obtained from this exhibition was that the prices of our company’s products were relatively high. But we can guarantee high quality and safety of our products. I believe that there are many consumers who are seeking the quality and safety of products which our company values much. To this date, we have been targeting only Japanese restaurants and high-class hotels in China. But I felt keenly the need to review the market of ordinary consumers.

I thought that we can sell our loin in sliced form, just like salmon and mackerel, at supermarkets in China. We would like to tackle this as a part of our system reform at the manufacturing department in the future.

Reference: AlibabaJAPAN:http://www.alibaba.co.jp

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Announcement of domestic food expositions


The exposition already has been held eight times. This year, it will exhibit food products in Hokkaido, processed foods, local foodstuffs, and international foods with concept of "innovation for next-gen food." It is not only great place to do business talk with many buyers but also valuable marketing place to expand your business.

**Session:** 10:30 – 18:00  
**October 2nd – 3rd, 2009**  
**Place:** Sapporo factory atrium/room, booth # F-03  
**Website:** [http://www.bpsc.jp/hokkaido/food/](http://www.bpsc.jp/hokkaido/food/)

**Comment from our staff at Hokkaido office**

We will prepare many tasty samples like Yellowtail Sashimi, seasoned squid ring, and seasoned steamed rice with red snapper. At the same time, several workshops and events are held. It is very attractive exposition. Your kind visit to our booth during the exhibition period will be much appreciated.


The show exhibits as place of business matching, which directly connects chance to expand business for medium and small companies through they introduce their new products, technologies, and services. 682 companies exhibited and about 27250 visitors came. It was greatly successful show last year. As well as last year, lecture presentations and special projects will held and it will be valuable opportunity place to do business talk and exchange of their information.

**Session:** 10:30 – 18:00,  
**November 4th–5th, 2009**  
**Place:** Tokyo Big Sight, west hall  
**Website:** [http://www.business-summit.jp/](http://www.business-summit.jp/)

**Comment of participant**

Please stop by our booth if you plan to come. We are pleased to prepare our premier yellowtail Sashimi for you. We are looking forward to seeing you soon.
About one month ago, we landed a stingfish with a plastic tube attached to it. On the tube were given a telephone number and a serial number.

Making a call to the given number, we were connected to the Fisheries Laboratory of Ehime Prefecture, and were told that the stingfish was released into the sea in July last year.

As an approach in research, the laboratory said that they are making trial-and-error efforts to return the fish to original status because the fish population is generally decreasing, the environment is changing and fishing method technology is advancing. The point in the research of stingfish this time was to identify where the fish should be released so as to make them stay in large quantities and increase in stock size.

Recovery of fishery resources is a matter of importance for a fisheries company. (We heard that companies in Norway are actively coping with this goal.) We at Morimatsu are looking forward to cooperating in stock surveys in the future.

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**This month’s recommended recipe!**

**Saucy sautéed and boiled in soy sauce with eggs and burdock**

**Ingredients:**
- 1 Saury
- 2 eggs
- 1/2 burdock
- Japanese honewort as you like
- [Sauce A]: 4 tablespoons soy source, 1 tablespoon cooking sake,
  2 tablespoons sugar
- [Sauce B]: 7 tablespoons stock (made from konbu kelp and katsuobushi dried bonito), 1 tablespoon cooking sake, 1 tablespoon soy source.
  Sugar as you like

**Directions:**
1. Descale and fillet the saury.
2. Heat some oil (extra) and put the fillets of saury into the pan. Sauté the fillets until they turn golden.
3. Pour the Sauce-A over the saury and boil down a little on medium heat. While heating, shake the pan.
4. In a shallow pan, put the burdock on the bottom, sautéed saury, and pour the Sauce-B. Heat the pan. Bind together with eggs and put the honewort.
   Sprinkle Japanese pepper if you like.

**One-point advice:**
Don’t simmer too long after pouring the egg.

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**Profile**

Name: WATANABE, Hitoshi
Manager of Imabari Fuji-Grand Restaurant, Sushi Suijun
Hobby: Handcrafting of artistic works with fish bones
His special in his restaurant: Of course, local fish dish!

One word on the recipe: Pot of loaches, boiled in soy sauce with eggs and burdock is popular as “Yanagawa Pot”. Here the recipe is substituted loaches with saury.
It is also great with eels, conger eels, teriyaki sardines.
On September 19th, a wedding ceremony of Tomoaki Kaga (D1 staff) and Aki Morimatsu (trade department) held at Imabari Kokusai Hotel started form 6pm.

Their comment,

The beginning of a lifetime full of happiness.

Please tell us your opinion.
Please cooperate with the questionnaire from Morimatsu Suisan

1. Please tell us about what pleased you.

2. Please tell us about what you would like to read in this newsletter.

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