

Секція 16. УПРАВЛІННЯ РОЗВИТКОМ БІЗНЕСУ

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ANALYSIS OF THE CURRENT SITUATION OF CHINESE SQUID PROCESSING INDUSTRY

Since the beginning of China's offshore fishing industry in 1985, as of the end of 2016, there were 162 offshore fishing enterprises and nearly 2,900 offshore fishing vessels (including fishing vessels under construction). The total output of offshore fishing was 1.99 million tons. The operational sea area covers the jurisdiction of 42 countries (regions) and the Pacific Ocean, the Indian Ocean, the Atlantic Ocean and the Antarctic waters, and the number of ships and production are among the highest in the world. The development of the offshore fishing industry not only guarantees the supply of aquatic products in the domestic market, but also improves the national nutritional structure, and is also conducive to the protection of China's offshore fishery resources. It can be seen that the position of squid in China's offshore fishing industry is becoming more and more important, and squid products are gradually becoming more and more popular on the table of consumers. At present, China's high seas squid fishing fleet and squid production rank first in the world.

The traditional squid product industry chain node includes fishing, processing, wholesale, retail, catering and terminal consumption. The raw material market, which is dominated by chilled and fresh food, has led to the fact that processing is always ignored. With the improvement of living standards and the continuous adjustment of the nutritional structure, people are no longer satisfied with the demand for fresh products of squid. The products in the form of sophisticated processing such as conditioning products are increasingly entering the ranks of consumers. The requirements for the price, consumption habits, consumer preferences and forms of consumer goods of catfish products are also undergoing subtle changes. On the other hand, the processing link in the industrial chain of squid products is a weaker value-added link in the value chain. Compared with other links, the value-added potential of the processing chain is even greater. Therefore, how to improve the product form and sales model from the perspective of consumers, improve product quality from every aspect of processing, thereby enhancing consumers' awareness and acceptance of products and tapping the domestic potential consumer market has become the current The problem of optimizing the Chinese squid product industry chain and improving its international competitiveness needs to be solved.

Along with the constant changes in domestic and international market consumption and the continuous expansion of industrial scale, the Chinese squid processing industry has shown some obvious shortcomings in sales, scale and production:

1) Domestic squid processing trade enterprises have always attached importance to the international trade market, but the domestic market lacks sufficient attention and development, and the export domestic sales ratio of squid processed products is very uneven. The products exported are mainly limited to the EU, Japan, South Korea and the United States. The excessive concentration of trade relations has made trade friction problems more prominent, and the aquatic product export market is also vulnerable to shocks. The domestic consumer market has a particularly large base of consumers. Can form enough consumption of squid products.

2) The gradual shrinking of offshore resources is a problem facing the whole world, and China is no exception. Affected by this, the importance of different raw material origins to Chinese aquatic product processing enterprises is also changing. With the reduction of the fishing area caused by fisheries agreements such as China, South Korea, China and Japan, it is necessary to increase the proportion of raw material imports and reduce the risk of raw material supply. Coupled with the low barriers to entry in the aquatic product processing industry, more and more companies are likely to lead to blind competition.

3) The degree of organization is low, and most of the squid processing enterprises are mainly distributed in small-scale operations, and there are not many large-scale aquatic products enterprises that are on the scale and group. In addition, the proportion of intensive processing of general enterprises is not high, the added value is low, and exports can only be based on frozen products. At the same time, the homogenization of processing enterprises is serious, and the export competitive advantage of refined products is weak and domestic sales are the mainstay. In particular, a large number of small and medium-sized enterprises have weak product development capabilities, low technological content, and export products are mainly low-value-added products such as simple freezing and cutting.

If the Chinese squid processing industry wants to get rid of the current situation of embarrassment, ensure the rapid development of the whole squid industry, and achieve greater customer value, it must accelerate the structural adjustment of the squid processing industry, promote the level of intensive processing, continuously develop new technologies and new products, and strengthen At home and abroad, the expansion of the squid processing market and brand awareness, while improving the after-sales service system, establish the credibility of product quality and service, and improve the core competitiveness of the industry.