



For immediate release

Seafood Legacy in Japan partners with the Hong Kong Sustainable Seafood Coalition to mainstream sustainable seafood

[Seafood Legacy](#) and the [Hong Kong Sustainable Seafood Coalition](#) (HKSSC) have forged a partnership to help mainstream sustainable seafood in Asia Pacific.

The newly announced partnership aims to promote sustainable seafood by fostering collaborations and experience sharing among regions, and building trade in sustainable products from fisheries and aquaculture operations, and consumers, between Japan, Hong Kong, and Macau.

Seafood Legacy is a social enterprise that provides sustainable and responsible seafood consulting and platforming with the aim of passing on an abundance of seafood, a symbol of the connections between marine ecosystems, economy, and society to the next generation (legacy).

Within the Japanese seafood market, Seafood Legacy plays a leading role in driving sustainability, evolving the industry focus from maximising production to sustainable and responsible business practices.

It hosts the annual [Tokyo Sustainable Seafood Summit](#), where experts and seafood industry stakeholders gather every year to share knowledge and insights.

Committed to establishing access routes to different markets including Hong Kong and Macau, it supports a number of Japanese small- and medium-sized fishers and aquaculture producers who are dedicated to adopting sustainable practices in their businesses.

‘Hong Kong, Macau, and the broader Asian region represent critical seafood markets for Japan and the world, and are essential for advancing the sustainability of the seafood industry. For Japan, these markets are particularly important and cannot be overlooked. Collaboration with these regions is crucial to enhance the sustainability of Japan’s seafood sector’ said Kaijun Sun, Business Engagement Officer, Seafood Legacy.

HKSSC is an industry-led coalition dedicated to advancing sustainable seafood market. It supports its members on improving sourcing practices and meeting sustainability



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policies through technical support, capacity building, peer-to-peer learning opportunities and the implementation of [HKSSC Voluntary Codes of Conduct](#).

Partnership with Seafood Legacy signals the expansion of HKSSC's geographical reach. HKSSC welcomes ocean-minded businesses to build partnership to improve seafood sourcing practices and mainstream sustainable seafood in Hong Kong, Macau and the wider region.

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