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CHINA TOP QUALITY UNIVERSAL SHARING



QINHUANGDAO OCEAN FOOD CO., LTD.

**SINCE
1960**



Address from the Chairman

Learn from the Future Together

The Qinhuangdao Ocean Food Co., Ltd. is a food production and processing enterprise with more than 60 years of military pedigree. For more than 60 years, the company has always adhered to the development spirit of Daosheng, and is committed to providing high-quality food for the army and the people.

The strict military industry standards, sophisticated production technology, and rigorous work style that have been accumulated for more than 60 years have been integrated into the blood of enterprise development. With the progress of the times, the reformed marine food has also entered the fast lane of development. We always remain in awe of changes. On the one hand, we uphold the spirit of craftsman to grind products and further consolidate the foundation of development; As a means, supported by investment, and based on talents, we will speed up the construction of a technological innovation system, vigorously implement high-tech industrialization, and strive to enhance the core competitiveness of enterprises.

All achievements and honors are inseparable from the support of friends from all walks of life, as well as the guidance and support of the military, government departments, and industry leaders. Now that we have met our confidants, how can we report them? We will uphold the mission of "Military Industry Quality Shared by All People", and serve our military with an open mind, a spirit of sharing, and a sense of service.

The team and the vast number of consumers serve wholeheartedly.

CONTENT

01

Part I

Company Introduction / 02

02

Part II

Corporate Culture / 04

03

Part III

Development Strategy / 06

04

Part IV

Quality Management System / 08

05

Part V

Advanced Production Equipment / 10

06

Part VI

Brand Honor (Patent + Honor) / 12

07

Part VII

Historical Footprint + Leadership Care / 14

08

Part VIII

International Marketing / 18

09

Part IX

Product Introduction / 20

10

Part X

Business and Charity / 34

11

Part XI

Service and Franchise / 40

Part I

Company Introduction

“CHINA TOP QUALITY UNIVERSAL SHARING”



Qinhuangdao Ocean Food Co., Ltd., formerly known as the No. 4003 Factory of the Chinese People's Liberation Army, was originally affiliated to the Navy's Logistics Department. It was founded in 1960. It is a comprehensive food processing enterprise integrating R&D, production and sales. It mainly produces All kinds of canned food, compressed biscuits, and self-heating food are widely used in military, leisure, outdoor travel, adventure, emergency rescue and other fields. There are more than 150 kinds of products, with an annual production capacity of more than 40,000 tons. The product sales cover more than 30 provinces and cities across the country Autonomous regions, and exported to the United States, Germany, Australia, South Africa, Vietnam, the Philippines, Brunei, Iraq and other overseas countries.

The company's products have won various honors and awards for many times. It has successively provided food and materials for various important battles in history. It has provided strong support for the 1976 Tangshan earthquake, 1998 flood disaster, 2008 Wenchuan earthquake, and my country's foreign peacekeeping forces and emergency management departments. Plenty of high quality food. Since 2020, it has also successively donated canned food, self-heating food and other products to Xi'an, Henan, Shandong, Inner Mongolia and other places, making significant contributions to the emergency support work.

In recent years, the company has passed ISO, HACCP, FDA, MUI HALAL and other domestic and international first-class qualifications, system and product certifications. He has won many honors and awards at home and abroad. The older generation of state leaders Zhu De, Yang Shangkun, vice chairman of the Central Military Commission, Xu Xiangqian, Yang Dezhi, Liu Huaqing, Zhang Aiping, Hong Xuezhi and other military commission leaders have also visited our company many times.

Qinhuangdao Ocean Food Co., Ltd. always embraces the original intention, constantly breaks its own boundaries, realizes the upgrading of products and services, takes customer needs as the guide, relies on military technology, takes product quality as the guarantee, and uses modern management mode as the means to realize the high-end of the enterprise. Quality and sustainable development, empowering the development of the military, assisting the development of the industry, and benefiting the lives of the people.

Part II

Corporate Culture

From the heart inview of the action

Corporate culture is the key to realizing the company's core goals and maintaining the spirit of the company, and it is also a powerful driving force to guide the company to forge ahead. After more than 60 years of precipitation and accumulation, Ocean Foods has formed a corporate culture system that can inspire internally and build an image externally.



Our Mission

Military quality shared by all



Our Vision

To become a great enterprise that continues to be altruistic



Our Values

Sophistication Safety Gratitude
Excellence Openness

Part III

Development Strategy

Aim high with the world in mind

BDH brand brand strategy, on the premise of unswervingly adhering to the "people-oriented, quality-based brand" line, abides by product and service standards, and provides the market with both quality and characteristic food. The company will take the upgrading of product culture and product innovation as the driving force, bring the brand with products, promote the sustainable development of the brand, and form a joint situation of mutual promotion and common voice.



The BDH brand development strategy is guided by the current market and enterprise status, and is divided into three stages to complete the goal:

Short term

Starting from the existing product matrix, highlight the richness of products, subvert stereotyped cognition, and establish brand recognition that meets military, civilian and international markets.

Middle term

Research and improve specialty products to help the company achieve rapid growth in the fields of canned food, compressed biscuits, and snack foods, and strengthen the leading position of marine food in the food production segment.

Long term

Strengthen the construction of R&D teams and sales teams, and use new marketing methods and marketing methods to expand the share of marine food in C-end users and the international market, and become the most valuable food brand.

Part IV

Quality Management System

Full participation, quality management is as important as a mountain

BDH brand regards quality as life, pays attention to the construction of management system, and fully implements system management. The company implants quality awareness in everyone's mind from top to bottom, with full participation and continuous improvement, so that quality supervision becomes everyone's conscious awareness and proactive behavior, and steadily advances on the road of high standards, high quality and lean production .

Five major system certifications to comprehensively improve the company's management level

ISO9001 quality management system

ISO14001 environmental management system

ISO45001 occupational health and safety management system

ISO22000 food safety management system

Hazard Analysis and Critical Control Point (HACCP) system



International certification system (can be elaborated for international halal certification)

MUI HALAL: Belongs to the highest level of qualification in Muslim areas

FDA: Obtained the qualification for importing food from the United States





Part V

Advanced Production Equipment

At present, Ocean Food has 12 automated production lines and more than 500 sets of equipment. Advanced production equipment, exquisite processing technology and professional technicians ensure the quality of products.



In the future, the project site of Ocean Foods to be put into production is located in the planned industrial land of Haigang District, which is about 98.89 mu, with a total construction area of 103,872 square meters. With a total investment of 500 million yuan, it mainly builds R&D pilot workshops, comprehensive workshops, shift rooms, canned and prefabricated vegetable convenience food workshops, biscuit workshops, pet food workshops, cold storage and other buildings and supporting facilities. After the project is completed, it is estimated that the comprehensive production capacity will be 100,000 tons. It is expected to start operation and production in 2024.

As a production and processing enterprise, Ocean Food advocates the implementation of strict safety production standards and operating specifications, advocates the spirit of innovation in management, and promotes the efficient development of the production chain relying on hardware equipment and management specifications.

Part VI

Brand Honor

“ Every step, walk with honor

In the river of time, In counting the bits and pieces of honor,
What I read is the pride and glory of a responsible enterprise. ”

Trademark registration is an authoritative recognition and a commitment to customers

Beidaihe, 900, Chunfeng Shili and other brands under Haiyang Foods have obtained trademark certification respectively, and the above brands have become sales passes for enterprises to enter major supermarkets, Tmall, JD.com and other e-commerce platforms. At the same time, the brand trademark is also the identification code for Ocean Foods to honor product quality and customer service, urging enterprises to upgrade management and services, and greatly satisfying users' trust in brand safety.



Increase investment in innovation, and many technologies have won national patents

Innovation is the driving force of enterprise development. Ocean Foods incorporates the awareness of innovation into the blood of the company's development, and attaches great importance to the quality of patents. Over the years, we have increased investment in scientific and technological innovation, obtained a number of national patents in equipment transformation and process improvement, achieved disruptive innovation, and created a new pattern of high-quality development of the enterprise.

Over the past 60 years, Haiyang Foods has been going through ups and downs. It regards the construction of corporate culture and brand building as an important part of refined management, and continuously improves the cohesion, combat effectiveness and sense of honor of all employees. Relying on the lean management mode, excellent product quality and advanced organizational culture, Ocean Food has won wide recognition from customers and all walks of life.



Part VII

Historical Footprint

More than 60 years of forging ahead,
witnessing the excellence of an enterprise

1960

The No. 4003 Factory of the Chinese People's Liberation Army was established, which is affiliated to the Naval Logistics Department.

1964-1969

Provide a large amount of military food for the Zhenbao Island incident and the Zhenbao Island self-defense counterattack.

1965-1979

Provide a large amount of military food for important international battles in recent years.

1984

In response to the call of the state, to meet the needs of domestic and foreign markets, and to increase the ability to earn foreign exchange through exports, the name of the second factory was added, "Qinhuangdao Marine Food General Factory".

1990

Emergency food aid and trade activities for the International Red Cross and relief foundations.

2001

It was handed over to China National Bluestar Group Corporation by the Naval Logistics Department.

2010

The factory moved to the new location in the North Industrial Zone of Qinhuangdao Seaport District.

2016

The enterprise completed the restructuring and changed its name to: Qinhuangdao Ocean Food Co., Ltd. Its brand Beidaihe won the title of "China's Leading Canned Food Brand"

2018

The company was rated as "Hebei Province Military-Civilian Integration Enterprise", "Hebei Province's Most Influential Top 100 Integrity Enterprises" comprehensively plans the international market, and operates the regional agency sales model

2020

the company was identified as a "high-tech enterprise in Hebei Province"

2022

"Beidaihe canned luncheon meat & 900 compressed dry food" won the gold medal of the 2022 Panama International Expo

2023

Pakistan flood relief, Aid for earthquake-stricken areas in Türkiye.

Part VII

LEADERSHIP CARE

For more than half a century, Ocean Foods has received the care of Zhu De, Yang Shangkun and other national leaders and government leaders at all levels. The care of the leaders has made Ocean people feel like a spring breeze, and they feel a great responsibility. All Haiyang people will live up to their high expectations and move forward with great reputation through research and development, production and sales practices.

July 26, 1985

Yang Shangkun, chairman of the Central Military Commission, accompanied by Hong Xuezhi, head of the General Logistics Department, and Liu Huaqing, commander of the navy, inspected the factory and wrote an inscription with pleasure.



生產優質食品
滿足部隊需要
拓商品

August 12, 1985

Yang Dezhi, chief of the general staff of the People's Liberation Army, visited the factory and wrote an inscription "Improve quality and quantity, serve the army and the people".



August 11, 1986

Minister of National Defense Zhang Aiping came to inspect the factory and wrote an inscription "Food is delicious, soldiers are strong and mighty".



October 4, 1990

Zhang Lianzhong, commander of the Chinese People's Liberation Army Navy, visited the factory.



Part VIII

International Marketing

With 60 years of quality accumulation, the sales volume is firmly in the leading position in the industry

At present, Seafood has a mature marketing network, with more than 50,000 distribution agencies nationwide, covering more than 30 provinces and cities in China. The annual production capacity far exceeds 40,000 tons, giving Ocean Foods the confidence to serve the global market well while ensuring the demand of the Chinese market.

In recent years, it has actively deployed its brands to go overseas, established a new overseas business model, improved the logistics and warehousing system, vigorously developed global agents, and supported foreign regional partners.

The integration of global information brings marine food to the world

With the rapid development of the Internet, marine food has already been deployed in the global market. Relying on Alibaba International Station, Made in China, Google Independent Station, Amazon, and overseas TIKTOK online platforms, it is exported to the United States, Germany, South Africa, Vietnam, Brunei and other countries. There are dozens of overseas warehouses in Europe and the United States, and the nearby warehouses deliver goods quickly, ensuring timeliness, improving consumers' experience of eating, and making the brand reputation at home and abroad.

At present, overseas distribution agency branch

Germany, Romania, Malaysia, Philippines, Taiwan, Vietnam, Brunei, Myanmar, Bangladesh, Singapore, Iraq, Oman, Canada, Angola, Guinea, Congo-Brazzaville, Congo-kinshasa, Cote d'Ivoire, Equatorial Guinea, Australia, America, Brazil, Italy and other countries, today's Marine food has become a big brand in the world, the global people convenient high energy food.



Part IX

Product Introduction



Over the past 60 years,
the quality has remained the same
for a long time.

The whole series of products meet the military and civilian, international amphibious market

In such an era of rapid change, society has entered the era of "pan-product thinking", and product thinking has become an infrastructure-like standard capability. The restructured marine food has broken the boundaries of service objects. While meeting the needs of the military, it actively expands the C-end user market, effectively captures user needs in the context of consumption upgrades, continuously improves product structure, and increases global market share and status.

Introduction of three categories



High energy biscuits



Canned food



Self-heating rice series

HIGH ENERGY BISCUITS

Powerful energy source, easy to carry for outdoor travel

High-energy and rich in nutrition, strong against hunger, crisp and delicious





Super full, nourishing and satiating

Compressed biscuits powerful energy source, easy to carry outdoor travel, high energy and rich nutrition, strength anti-hunger, crispy and delicious super satiety, nutrition and hunger, the use of high-quality imported crispy grains, rich in a variety of vitamins, minerals, can supplement the body needs energy and nutrition, independent packaging, sealed moisture-proof, 4 years of ultra-long shelf life.



BDH CHOCOLATE FLAVOR

Specification:
120g * 12 bags * 9 boxes/carton



BDH PEANUT FLAVOR

Specification:
120g * 12 bags * 9 boxes/carton



BDH SALT & PEPPER FLAVOR

Specification:
120g * 12 bags * 9 boxes/carton



BDH MULTI VITAMIN

Specification:
125g * 12 bags * 9 boxes/carton



BDH BIG TIN

Specification:
200g * 20 bags * 2 tins/carton



BDH SMALL TIN

Specification:
200g * 6 bags * 8 tins/carton



BDH ORIGINAL FLAVOR

Specification:
250g * 48 box/carton

CANNED FOOD

Powerful energy source, easy to carry for outdoor travel

High-energy and rich in nutrition, strong against hunger, crisp and delicious





Select the right ingredients to create a delicious meal

Canned Food are made of high-quality imported crispy grains with a variety of flavors, small size and large taste, which can meet the taste needs of different people and have high nutritional value.



CANNED HAM LUNCHEON MEAT

Specification:
198g * 24 cans/carton



CANNED PORK LUNCHEON MEAT

Specification:
198g * 24 cans/carton



CANNED HAM LUNCHEON MEAT

Specification:
340g * 24 cans/carton



CANNED PORK LUNCHEON MEAT

Specification:
340g * 24 cans/carton



CANNED STEWED PORK

Specification:
178g * 24 cans/carton



CANNED STEWED PORK

Specification:
397g * 12 cans/carton



CANNED STEWED PORK

Specification:
340g * 12 cans/carton



CANNED SLICED STEWED PORK

Specification:
397g * 12 cans/carton



CANNED SLICED STEWED PORK

Specification:
340g * 12 cans/carton

SELF-HEATING RICE SERIES

Instantly heat over water, enjoy delicious
food in 15 minutes

Four flavors, 360g large portion





Travel outdoors and heat rice in water

Self-heating rice series water is hot, 15 minutes of delicious can enjoy four flavors, 360g large portion outdoor travel, water self-heating rice, selection of the best rice in China, top chef carefully with ingredients, even in the alpine region, as long as 15 minutes, no plug, no fire, any water heating, you can immediately enjoy.



**SOY FRIED RICE MENU
(SELF HEATING)**

Specification:
360g * 12 bags/carton



**CHICKEN FRIED RICE
MENU (SELF HEATING)**

Specification:
360g * 12 bags/carton



**STEWED BEEF FRIED RICE
MENU (SELF HEATING)**

Specification:
360g * 12 bags/carton



**RATION INDIVIDUELLE
(POULET)**

Specification:
360g * 12 bags/carton



**RATION INDIVIDUELLE
(BOEUF)**

Specification:
360g * 12 bags/carton



MRE MENU SERIES

Specification:
MENU 1 670g*12 bags/carton
MENU 2 670g*12 bags/carton
MENU 3 670g*12 bags/carton
MENU 4 670g*12 bags/carton
MENU 5 568g*12 bags/carton
MENU 6 508g*12 bags/carton
MENU 7 486g*12 bags/carton
MENU 8 436g*12 bags/carton

Part X

Business and Charity



On February 6, 2023, after the earthquake in Turkey, China immediately organized a rescue team to provide support. The rescue team and relief supplies arrived in Turkey in the early morning of the 8th.



Beidaihe canned luncheon meat and 900 compressed dry food stood out among many products and won the gold medal at the 2022 Panama Pacific International (International) Exposition, demonstrating the undoubted strength of Qinhuangdao Ocean Foods!

Business activities

Ocean Foods has a mature marketing network in the world, actively deploys overseas markets, establishes a sound new overseas business model and overseas warehouse management system, participates in hundreds of domestic and foreign industry exhibitions every year, vigorously develops global agents, and supports foreign regional partners .

Exhibition



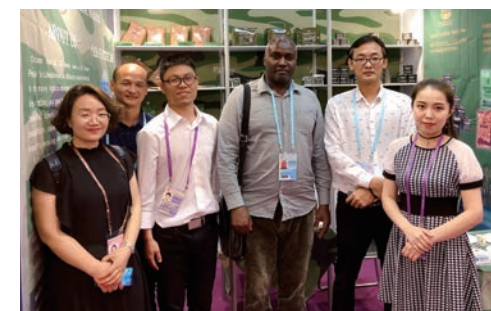
TUTTO FOOD MILANO



ANUFOOD Brazil



ANUFOOD Brazil



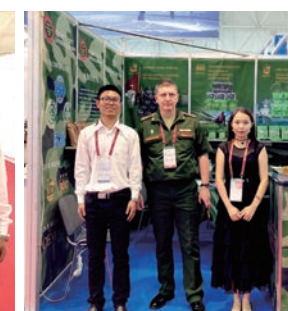
Foreign guests at the Canton Fair



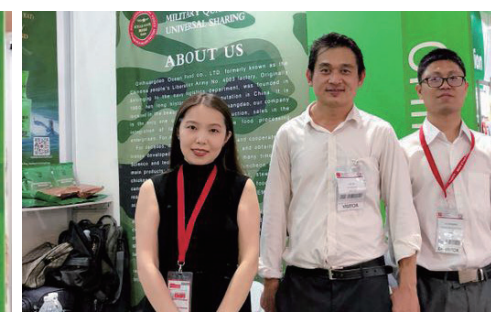
Indonesian exhibition foreign guests



Russian military supplies exhibition



Foreign guests of Thailand exhibition



Charity at home and abroad

Since its establishment 60 years ago, Ocean Foods has always cherished my determination to "become a great enterprise that continues to be altruistic", has the courage to undertake social responsibility, actively participates in various public welfare activities, repays the society, and fulfills the social responsibility of a corporate citizen.



Disaster prevention and emergency food new product launch conference



Shandong Anti-epidemic Charity Donation



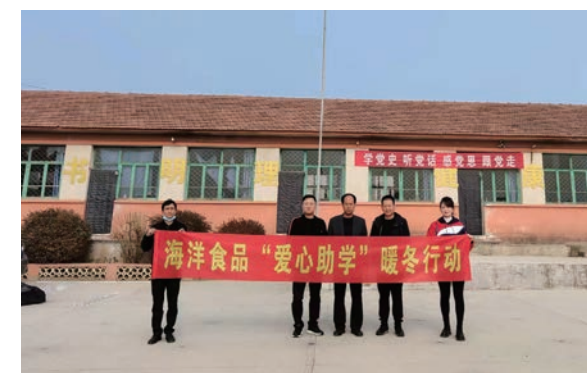
Aid Henan



Aid Alxa



Anti-epidemic aid materials



Student Activities



Support militia Anti-epidemic



Support Anti-epidemic



Part XI

Service and Franchise

Service and Support

The global layout of ocean food, vigorously develop world-class agents, and create a world-class brand; Promote the upgrading of consumer experience, continue to increase investment in research and development, improve the professional level of the sales team, strengthen the expansion of logistics and warehousing, and establish a comprehensive after-sales service system for global distribution agents.

Contact us

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