Seafood Expo Global at Brussels and MPEDA’s participation

EU market

During the period 2012 - 2014, the European Union accounted for 42% of the total global seafood imports. Belgium, Spain, UK, Italy, France, Netherlands, Portugal and Germany are the major importers among the EU countries. During 2012-13, marine products exports from India to EU was 158,357 MT in quantity, worth Rs.4176 Crore equivalent to US $ 777 million, which increased during 2013-14 to 174,686 MT worth Rs.6129 Crore and US $1013 million in value. Export data indicates that EU stands in the second position after USA in export value wise 2013-14. Major marine products exported from India to EU are frozen shrimp, frozen fish, frozen cuttlefish and squid, dried items, live items and chilled items. While frozen shrimp is the major contributor in export value, both frozen shrimp and cuttlefish contributed significantly to the quantity exported.

The exhibition

Seafood Expo Global / Seafood Processing Global formerly named the European Seafood Exposition and Seafood Processing Europe respectively, is the world’s largest seafood trade event, featuring more than 1,700 exhibiting companies from over 70 countries. Exhibitors supply all types of fish, seafood and seafood-related products, machinery or services. Attendees travel from 150 countries to do business at the three-day event. In the 2014 edition, the event drew a total of 25,840 buyers and suppliers from 150 countries. The exposition provides seafood professionals with direct access to qualified buyers and suppliers from all corners of the globe.

The exposition’s strength is in its ability to attract the strong buying power of the global seafood industry for three days of conducting business, networking, discovering the latest trends in the industry and sourcing new products. The exposition is produced by
Seafood Expo Global - 2015 : India Pavilion
Diversified Communications, the international leader in seafood-industry expositions and media.

Seafood Expo Global 2015 was attended by all the major buyers of seafood namely Argentina, Bangladesh, Belgium, Brazil, Canada, Chile, China, Croatia, Denmark, Ecuador, England, Estonia, Faroe Islands, France, Greece, Japan, Korea, Iceland, India, Indonesia, Ireland, Italy, Latvia, Malaysia, Maldives, Mauritania, Mauritius, Morocco, Netherlands, Nicaragua, Norway, Papau New Guinea, Peru, Philippines, Portugal, Scotland, Senegal, Spain, Switzerland, Taiwan, Thailand, Tunisia, Turkey, USA, Wales and Vietnam.

The Seafood Prix d’Elite is considered one of the most important venues to launch new products into the seafood industry and to see the newest trends shaping the industry. The Seafood Prix d’Elite was conducted at Hall 11, Stand 2501 at Seafood Expo Global.

Awards are distributed in the following categories: Best New Retail Product, Best New Foodservice Product. In addition, special awards are also given, at the judges’ discretion, in the following categories: Health and Nutrition, Retail Packaging, Originality, Convenience, Seafood Product Line.

Salmon Brands of Oslo, Norway was awarded the top prize for best new retail product for its entry, Salmaraw. This ready-to-eat sashimi kit provides 90 grams of fresh salmon sashimi with sachets of ponzu sauce and sesame seeds, and a specially designed eating utensil. The product is presented in a unique airtight and leak-proof pack that beautifully displays and preserves the high quality of the salmon. The judges particularly noted that this product was very well conceived and executed from start to finish. The winner was selected from 37 finalists representing 11 countries. In addition to the grand prize, the judges also gave away five special awards.

India’s participation

MPEDA has taken an exhibition space of 480 sq. m. in Hall No. 7. The pavilion set up by MPEDA had 21 seafood processors as co-exhibitors. This year the closed Red Fort design used for past 4 years was replaced by contemporary new design with open hall and blue background. The theme was ‘Incredible Seafood from Incredible India’. Photos depicting incredible India were used in the hanging design, with prominence to the “Make in India” campaign.

In addition to the display of samples by the co-exhibitors, MPEDA too
Seafood Expo Global - 2015: Mrs. Lowri Evans, DG for Maritime affairs & Fisheries, EU in India pavilion
Seafood Expo Global - 2015 : India event
had displayed an array of seafood products sourced from all over the country for ready negotiations with the buyers. It ranged from block frozen products to ready to eat, ready to cook, convenience foods prepared from various fin fish and shellfish varieties, and displayed in two large freezers. Seafood commonly traded in chilled form were also displayed in a dome shape chiller unit.

The MPEDA stall also had the cooking demonstration as in the previous years, engaging two expert chefs from India. The demo attracted many visitors and passersby to the Indian pavilion. Seafood delicacies such as pan fried vannamei, black tiger, fish cubes, squid rings etc. were served to the visitors. The visitors and buyers were provided copies of publicity literature.

India was represented by Ms. Leena Nair IAS, Chairman, MPEDA Mr. M C Luther, Director, Department of Commerce, Ministry of Commerce & Industry, Mr. N Ramesh, Director (Marketing), Mrs. Asha C Parameswaran, Joint Director (QC) and Dr. S Shassi, Assistant Director, MPEDA. Chairman, MPEDA, Adviser (Agri & MP), Eol, Brussels and Director (M), MPEDA paid a visit to the Norwegian pavilion and held discussions on investment opportunities in Norway and India in the seafood sector.

India Event

As in the previous editions, MPEDA has organized an India Event on 22nd April 2015 noon, the second day of the expo, in the Ambassador Hall (Hall No. 10). The objective of the event was to facilitate interaction between buyers, exporters, diplomats and press people on Indian seafood. The event was inaugurated by Mr. Manjeev Singh Puri, His Excellency Ambassador of India to Belgium accompanied by Mrs. Renu Sharma, Deputy Chief of Mission, Mr. Sarvesh Rai, Adviser (Agriculture & Marine Products), Ms. Naushaen J Ansari, Adviser (Industry & Engineering) also visited MPEDA stall and the India pavilion. Co-exhibitors happily welcomed all the dignitaries and shared their experiences.

Ms. Lowri Evans, Director General for Maritime Affairs and Fisheries visited Indian Pavilion on 22nd April, 2015, who was received by Chairman, MPEDA and other deputed officials. Chairman explained the benefits of continued participation in the Expo and showed her other stalls put up by the co-exhibitors. Ms. Evans appreciated the efforts taken by MPEDA in promoting the export of safe food European consumers.