MPEDA participates in the Busan International Seafood & Fisheries Expo

Busan International Seafood and Fisheries Expo (BISFE, 2017), with a special focus on seafood, seafood processing and equipment and marine bio-technology, witnessed more than 13,500 visitors from around the globe.

There were 401 exhibitors from 20 countries displaying their products in 910 stalls. The expo hosted at Busan Metropolitan city of South Korea and organised by BEXCO, Korea Fishery Trade Association, National Federation of Fisheries Cooperatives and Korea Trade Industrial Promotion Agency. It was held from November 8 to 10, 2017 at Hall numbers 1, 2 and 3A of Exhibition Centre 1.

BISFE 2017 was inaugurated by Mr. Seo Byong Soo, Mayor of Busan Metropolitan City, in the presence of a host of dignitaries viz., President, National Institute of Fisheries Science, Deputy Director General, Department of Commerce of Shandong Province, Chairman, Busan Metropolitan Council, Chairman, Marine Products Export Development Authority, India, Chairman, National Federation of Fisheries Co-operatives, and CEO, M/s. Dong Won Industries.

The event was supported by the Ministry of Ocean and Fisheries, Ministry of Trade, Industry and Energy, Korea Fisheries Association and Korea Overseas Fisheries Association. International events like 2017 Second Half overseas buyer business meeting, 2017 BISFE Foreign Buyer Business meeting, creating fisheries product sourcing fair, Korean buyer business meeting, overseas exhibitor industrial tour, overseas buyer industrial tour etc. were also held during the Expo.

The Korean Aquaculture workshop 2017, Dietitian Workshop, Busan Fisheries Policy Forum, The Korean society of fisheries and aquatic science conference were also conducted at BISFE as concurrent programmes.

MPEDA at BISFE 2017

BISFE 2017 is significant to Indian seafood sector considering the declining trend in marine products export to Korea since 2013-14 and existing tariff related issues and concerns on health certificate requirements for shrimp export. Indian Pavilion with total floor area of 54 sq. m. space was shared by MPEDA (36 sq.m) and M/s. Ulka Seafoods (P) Ltd (18 sq.m). The frozen, chilled, dried and eat seafood samples were displayed in MPEDA stall in freezer, chiller and open containers. The visitors and buyers were provided with copies of MPEDA publicity literature.

The standee in English and Korean languages displaying the features of MPEDA’s new business exchange portal, FISH EXCHANGE, (www.fishexchange.mpeda.gov.in) attracted a lot of enquiry from the visitors. The advantage of the portal for sourcing seafood from India were explained to the visitors/buyers at MPEDA stall.
The participation of Indian seafood sector in the show was coordinated by Mr. V. V. Suresh Kumar, and Dr. P. Jayagopal, Assistant Directors, MPEDA and Mr. Ajay Kumar Sah, Section Officer, Department of Commerce, Government of India. Dr. A. Jayathilak IAS, Chairman and Dr. M.K. Ram Mohan, Joint Director (Marketing), MPEDA, who had come on a delegation visit to South Korea had also briefly attended the show. Chairman, MPEDA was an invited guest for the inaugural ceremony of the show at the Busan International Seafood & Fisheries Expo. M/s. Ulka Seafoods (P) Ltd had a separate stall within the Indian pavilion. M/s. Ulka Seafoods had exported 1812 MT worth USD 4.39 million of seafood to Korea during 2016-17. This company is a leading Surimi processor and exporter in India since 2002 having a production capacity of 500 MT/day. Mr. Sachin and Mr. Pradeep Sane from M/s. Gadre Marine Exports (P) Ltd and Mr. Anwar Hashim, Managing Director, M/s. Abad Fisheries (P) Ltd. met and discussed with prospective buyers & clients at the space provided within MPEDA stall. Hundreds of visitors from various countries visited the MPEDA stall. Some of them were prospective buyers/existing buyers and others were from educational institutions, seafood industry etc.

www.fishexchange.mpeda.gov.in

This online trade portal provides a platform for buyers across the globe to interact and source seafood from India. It is loaded with micro sites of Indian seafood exporters registered with MPEDA to place their offers and product details. The portal has latest and updated information on world’s and India’s seafood trade statistics, production information, price trends, marine reports, country profiles, regulatory and tariff information, standards, notifications, information on upcoming business events, fairs etc. and fulfill its role as a one stop shop for the entire seafood trade needs.
Overview of the fishery sector in Korea

Korea is a peninsula with a coastline of 2413 km and an archipelago of 3000 islands. Korean coastal and offshore waters are rich in fishery resources and due to this abundance, Koreans have developed the distinct fish-eating culture with a recorded per capita seafood products consumption of 53.9 kg/year (finfish 22.4 kg, shellfish 16 kg and seaweed 15.6 kg) in 2014.

Aquaculture

Aquaculture contributed 47.5 percent of total fishery production in Korea during 2014. The mariculture in Korea is dominated by seaweed production, accounting for almost 70 percent of the total mariculture production in 2014. Korea is the global leader in the production of flat fish (Olive flounder), which is cultured in land based culture tanks. Korean rockfish, seabream, rock seabream are other common species cultured in floating net pens and cages.

Capture Fisheries

The mixing of the warm Tsushima Current and the cold Liman Current along the east and west coasts has created several rich fishing grounds along the East Sea, Korea Strait and Yellow Sea, where abundant supplies of fish of different varieties are caught. The main fishing methods are trawling, jiggling, long-lining and gill-netting. Fishery resources in the coastal and offshore waters have generally been overexploited, particularly for the commercially important species such as red-lip croaker and Alaska Pollack.

Fisheries market

Fishery products are marketed through a complex distribution system in Korea, which can be largely divided into two categories: one that takes place at landing ports and another in areas of consumption. Marketing and distribution of the products at landing ports takes place through fishery co-operative auction markets and the Busan common fish markets, which are always located at water fronts, but distribution to consumption areas is made through whole-sale markets, inland joint sale and direct-sale markets and retailers. With the exception of the traditional (‘jaere’ in Korean) market, there are 330 official fish markets in Korea.