MPEDA participates in Japan International Seafood and Technology Expo, 2013, Tokyo

The 15th Japan International Seafood and Technology Expo (JISTE), 2013 was held at Tokyo International Exhibition Centre “Tokyo Big Sight” from 21st to 23rd August 2013. The show, organized by Japan Seafood Show / Exhibition Technologies International, is one of the major seafood events in the Asian region. MPEDA has participated in the show occupying a 20 sq. m. stand in Hall 6. Ms. Leena Nair IAS, Chairman and Dr. P.G Sreenath, Deputy Director organized MPEDA’s participation in the show with assistance from Dr. Ram Mohan M K, Resident Director and Mr. Jun Nakayama, Executive Assistant of MPEDA Trade Promotion Office, Tokyo.

The organizers have cordially invited Chairman, MPEDA to adorn the dais and participate in the Kagami Biraki function that marked the opening of the event. The event was also attended by Mr. Yoshimasa Hayashi, Hon’ble Minister for Agriculture, Forestry & Fisheries, Government of Japan and Mr. Kazuyoshi Honkawa, Director General, Fisheries Agency of Japan.

MPEDA stand has showcased wide varieties of frozen, chilled, dried, freeze dried and ready to eat seafood, sourced from various processors of India.

The chilled items displayed for the first time in Japan, comprised Silver pomfret, Eels, Ribbon fish, Japanese Threadfin bream, Seabass, Croaker, Cobia, cephalopods, mud crab, swimming crabs and lobsters.

The display served as a major attraction for the visitors. The frozen items were dominated by shrimp, the principal item for Japanese market, besides fish, cephalopods, analogue products etc. mostly in value added retail packs. M/s. Naik Oceanic Exports Pvt Ltd, Mumbai shared table space in the MPEDA stall. Mr. Sanjay Panda, Deputy Chief of Mission, Embassy of India, Tokyo had visited MPEDA stand at the exhibition on 23rd August 2013.

Specially designed publicity literature and flyers in Japanese language on Indian seafood and forthcoming India International Seafood Show 2014, other English pamphlets, books, interactive CD of exporter’s directory and commercial fish chart were distributed among the buyers and visitors. The publicity material and bags were in high demand throughout the Show. The trade enquiries received during the event is given in the concerned section of the Newsletter.

The show had country pavilions from Philippines, Korea, Malaysia, Papua Nu Guinea, Estonia etc. Exhibitors from all over the world
Frozen and Ready To Eat products displayed at MPEDA stall
International organizations like INFOFISH also participated in the show. The major categories of exhibitors include seafood processors, manufacturers and suppliers of seafood processing machineries / equipment, packaging materials, cold chain solution providers, fishing gear manufacturers, educational institutions from Japan, government agencies from various countries etc.

During her visit to Japan, Chairman held meetings with the Deputy Director Generals of the Japanese Food Safety Commission and the Ministry of Economy, Trade & Industry (METI), Director General of the Food Safety Bureau, Japanese Ministry of Health, Labour and Welfare on the Ethoxyquin residue issue. In addition, Chairman, MPEDA also had trade interactions with certain leading Indian seafood buyers.

**MPEDA Event**

As a promotional measure for Indian Seafood in Japan and to increase the confidence of buyers in procuring more Indian seafood, an event was organized by the Trade Promotion Office of MPEDA at Hotel Yaesu Fujiya, Tokyo on 23rd August 2013 evening. The MPEDA Event had a presentation by Chairman, MPEDA on Indian seafood covering the production scenario, regulatory mechanisms, quality control and sustainable sourcing measures.

The event was well attended by buyers of Indian seafood, Indian seafood exporters, experts in seafood trade, besides officials of Embassy of India, Tokyo.

The event was felicitated by Mr. Sanjay Panda, Deputy Chief of Mission, Embassy of India, Tokyo. A film on Indian seafood with Japanese subtitles was also shown on the occasion.