MPEDA’s participation in Seafood Expo Global 2014 at Brussels

EU Seafood market

Europe is one among the major markets for seafood and is extremely dependent upon external supplies. Despite the EU market’s global strength following a strong period of growth in consumption in the last decade, consumption dropped by 5% between 2008 and 2010 and has since remained stable. Though the global economic slowdown and economic turmoil has affected some European countries, the market by and large has exhibited a large amount of dynamism in seafood trade as the demand shifted from one member country to the other.

As per Global seafood trade EU imports 32% in quantity and 40% in value of the total world seafood imports. Among EU countries, major importers of seafood are Belgium, Spain, UK, Italy, France, Netherlands, Portugal and Germany. Seafood consumption significantly varies across different countries and each region has preferred species. Most common varieties of finfish and shellfish products consumed are salmon, trout, sea bream, sea bass, carp, fillets of pangasius, Nile perch and tilapia, shrimps, squid, cuttlefish and mussel. In addition to domestic supply principally from Norway, Iceland and Faroe Islands, imports mainly occur from Asia.

As far as Indian seafood is concerned, EU stands second after South East Asian quantity exported and third in value of exports after US and SE Asia during 2013-14, though it was the topmost market in 2010-11. Though down from a market share of around 22% during 2012-13 to 20% in 2013-14, EU is one of the major markets for Indian seafood. While markets like China or South East Asia prefer conventional block frozen products meant mainly for reprocessing and value addition, EU market has strong preference for value added /retails packs be in frozen raw or cooked form. There is specific demand for cephalopods, shrimps and fresh water prawn for supply to the retail chain.

Seafood Expo Global & Seafood Processing Global, Brussels

The 22nd edition of the Seafood Expo Global / Seafood Processing Global formerly known as the European Seafood Exposition / Seafood
India Event

Processing Europe, held from 6th to 8th May, 2014 at Brussels witnessed a strong participation from India. Seafood Expo Global and Seafood Processing Global is the platform where seafood buyers and sellers come to do business on a global scale, as well as to discover new seafood products, new technologies and new trends within this industry. As in last year, this year also there were more than 1600 exhibitors from over 75 countries participated in the Expo that holds an exhibition space of more than 38,800 m² with a special showcasing of Fresh/frozen/canned/dried fish and seafood, value added products, processed and packaged fish and seafood, processing and packaging equipment, freight forwarding and logistic services, seafood-industry service providers etc.

Seafood Expo Global, regarded as the largest seafood show on globe, had 21 leading seafood exporters from India participated alongwith MPEDA this year. No other event in the world provides seafood professionals with direct access to qualified buyers and suppliers from all over the globe representing all aspects of the seafood industry. The strong participation coupled with ad campaigns led by MPEDA in print and electronic media made the India Pavilion a ‘must visit’ place in Hall 7 and stands 1635 & 1733 to major buyers, diplomats and journalists in the Show. This year MPEDA has taken 480 sq. m. space, and the Indian Pavilion set up stood out with its unique ‘Red Fort’ design, as in the previous years.

MPEDA had displayed all products produced by the Indian seafood exporters. This time special attention was given to promote value added seafood products, by displaying the ready-to-eat, and ready-to-cook products like fish /shrimp curries, pickles, shrimp burgers, breaded shrimps, AFD shrimps, retort pouched tuna in oil and brine etc. The seafood samples were displayed in four freezers for frozen samples and in one dome chiller unit for the chilled fish samples. In addition to the above, frozen shrimps in Head on, Headless, Raw peeled tail on blanched forms; squid, cuttlefish (whole and whole cleaned), squid rings, squid tubes and tentacles, octopus, seafood mix, frozen ready to eat seafood products, fresh/chilled seafood samples of Cobia, Sea fish, Seabass, lobsters, sea crabs, Indian salmon, Groupers, Pomfret, scampi, prawns, Indian mackerel, sorse mackerel, squids etc were also displayed.

India Event 2014

MPEDA has also organized the India Event on 7th May, 2014, the second day of the Expo in the Ambassador Hall at Hall No. 10 from 13:00 to 14:00 hrs. The event aimed at facilitating interactions between buyers, exporters, diplomats and press people on Indian seafood, had an enthralling participation this year. India event was inaugurated by His Excellency: Mr. Manjeet Singh Puri, Ambassador of India to Belgium, Luxembourg and the European Union. The Event, which became an integral part of MPEDA’s participation in Seafood Expo Global, started with a detailed presentation by Chairman, MPEDA on the Indian seafood production and processing scenario. Mr. Jayant Ndgiger, Trade Commissioner, Trade & Investment Commission of Flanders, Belgium also made a brief presentation during the event.

India event was graced by the presence of Mrs. Renu Sharma, Deputy Chief of Mission and other senior officials of Embassy of India, Brussels. A grand seafood luncheon was provided to the gathering during the event. Two Executive Chefs arranged cooking demonstration for visitors to the MPEDA stand on first and third day of the exposition.

The co-exhibitors praised the arrangements made by MPEDA for effective participation in Seafood Expo Global 2014. The co-exhibitors were able to maintain their relations with the existing buyers and could make several new business orders from buyers of various countries. MPEDA has brought out a special co-exhibitors guide with India Pavilion layout and a Note book of Negotiations specifically for Seafood Expo Global 2014, which were highly appreciated by co-exhibitors and visitors/buyers alike.

The participation of MPEDA in Seafood Expo Global 2014 was organized by Ms. Lotsa Nair IAS, Chairman, Mr. N. Ramesh, Director (Marketing), Mr. K. V Premdev, Deputy Director and Mr. V. V Hartman, Assistant Director. The Embassy of India at Brussels extended all support to MPEDA in making the participation in Seafood Expo Global 2014 and organizing the India Event, a fruitful one.

Seafood Expo Global was attended by all the major buyers of seafood. More than 100 trade enquiries received from countries like Russia, Portugal, Denmark, Spain, Belgium, Japan, Italy, Ukraine, UK, Netherlands, Germany, France, Poland, Norway, Kuwait and China had already been published in the May 2014 issue of this Newsletter.