MPEDA’s participation in Seafood Expo Global 2016 at Brussels

EU Seafood Market

EU is the largest importer and exporter of fish and fishery products in the world. The European Union affected an estimated total imports and exports of fish and fishery products to the tune of 48.8 and 29.3 billion US $ respectively in 2015 against 54.4 and 32.2 billion respectively in 2014 making it one among the topmost seafood markets of the world. The EU household expenditures for seafood was EUR 54.7 billion in 2013. But their per capita fish consumption has declined from 26 kg in 2008 to 23.9 kg in 2012 indicating that consumers buy less seafood but spend more for it. The trend also brings about a change in the consumption preferences as well as seafood prices. EU consumption is dominated by captured fish, which represents ¾ of the total.

Norway and China are the main suppliers in EU doing salmon and whitefish (Cod & Pollock) respectively. The most remarkable phenomena observed are the increasing consumption of salmon and herring, and the stabilization of pangasius. Demand for organic aquaculture products has grown rapidly over the last years, mostly through imports from outside the EU. The biggest organic markets in the EU are Germany, France, the UK and Italy (EUMOFA, 2015).

There is a widening gap between the amount of seafood eaten in the EU and the volume supplied by the fishing industry. Today, a quarter of fish and seafood produced in the EU comes from fish farms and other forms of aquaculture. Mussels, Rainbow trout and Atlantic salmon are the main species farmed in the EU by volume, followed by oysters, sea bream, common carp, clams and sea bass.

The EU is a net importer of fishery and seafood products, with a trade balance deficit (exports minus imports) that has been growing rapidly since 2009. The 2014 trade deficit was the largest ever at EUR 16.6 billion. This was primarily due to the growing import of shrimps, which increased by EUR 630 million between 2013 and 2014.
Exports of marine products from India to EU has grown from US $ 617 million in 2006-07 and has reached an all time high of US $ 1107 in 2014-15. The provisional estimates of 2015-16 show a decline of exports to EU.

As per the latest estimates of 2015-16 figures, EU has retained its position as the third largest market for Indian marine products with a share of 20.5% of total exports in value (US $). During this period, India exported 184,747 MT of marine products to EU, worth 961.25 million US $. The major items of exports during 2015-16 to that market are frozen shrimps and frozen squid. The top five EU countries importing marine products from India are Spain, Belgium, Italy, UK and Netherlands.

The Exhibition

Seafood Expo Global and Seafood Processing Global form the world’s largest seafood trade event attracting thousands of buyers and suppliers from around the world to meet and explore the possibility of discovering new seafood products, technologies and trade opportunities. The exposition was held from 26-28, April 2016 at the Expo Centre in Brussels, Belgium. More than 22,160 buyers and sellers from around the globe came to Brussels for the event, which drew visitors from 143 countries. The expo featured the stands of 1,664 exhibiting companies from 80 countries covering 35,862 sq. m. of combined exhibit space, including 73 national and regional pavilions. Finland, Russia, Scotland and Uruguay were among the new pavilions represented at the expo.

Outside view of an exhibition hall at Expo Centre

and new exhibiting companies came from Barbados, Seychelles, Tanzania and Uganda. The exposition featured innovative seafood products in different forms like chilled, frozen, dried, ready-to-eat along with modern processing and packaging equipments.

India’s participation

India has taken a total stand area of 480 sq. m. in the Hall no. 7 with stand numbers 1633 and 1733. The stall theme of MPEDA was ‘Incredible India’ and the contemporary style design with blue back-ground open stalls, put up last year was retained this year too. The Prime Minister’s “Make in India” concept incorporated in the pavilion design was widely appreciated by the visitors. MPEDA displayed a variety of seafood consisting of chilled, frozen, freeze-dried and ready to eat products. Frozen seafood was displayed using four large open top display freezers and the chilled fish was displayed in a dome chiller. Frozen products ranged from IQF, block frozen and tray packed shrimps, individually frozen whole fish and IQF fish fillets. A variety of fresh fishes, crabs, shrimps, lobsters, octopus etc were displayed. A wide variety of value added and ready to eat products was also displayed in the MPEDA stall.

In addition to seafood, MPEDA publicity literature and books were displayed and distributed to the visitors of MPEDA stall. As done in previous years a special guide containing the details of all the co-exhibitors was prepared and distributed to the visitors, which helped them to identify the right exporter for commencing their business. All the co-exhibitors were provided with enough numbers of the ‘Notebook of Negotiations’ to gather the trade enquiries.

Indian delegation was represented by Ms. Leena Nair IAS, Chairman, MPEDA, Dr. T R Gibinkumar, Deputy Director, MPEDA, Mrs. Anju and Mr. Sreejith P T, Assistant Directors of MPEDA. Chairman, MPEDA had a
Glimpses of SEG - 2016

A view of MPEDA – India pavilion

Ms. Leena Nair IAS, Chairman, MPEDA having discussions with importers

Chilled fish display at MPEDA stall

Frozen product display at MPEDA stall

Ms. Leena Nair, Chairman, MPEDA with Mr. Manjeev Singh Puri, H E Ambassador of India to Belgium, Luxembourg and EU

Mr. Manjeev Singh Puri, visiting co-exhibitor stalls

Dr. T R Gibinkumar, Deputy Director with a visitor in MPEDA stand

(T-R) Mr. Sarvesh Rai, Advisor, Mr. Parthasarathy, EOI, Ms. Leena Nair, Chairman, MPEDA, Mrs. Anju, Asst. Director, Mr. Sreejith P T, Asst. Director and Dr. T R Gibinkumar, Deputy Director, MPEDA
meeting with Mr. Ernesto Penas Lado, Director, DG-MARE on 26th April 2016 at the office of DG-MARE and had another meeting with Mr. Michael Scannell, Director, DG: SANTE on 26th April 2016 to discuss various trade related matters.


The most distinguished visitor to Indian pavilion was Mr. Manjeev Singh Puri, His Excellency Ambassador of India to Belgium, Luxembourg and EU. Ambassador had discussions with Chairman MPEDA and visited the stalls of co-exhibitors. Other officials from Embassy of India Brussels including Mr. Sarvesh Rai, Adviser (Agriculture & Marine Products) and Mr. R.P. Singh Adviser (Industry & Engineering) also visited MPEDA pavilion. The support extended by Embassy of India at Brussels towards the organization of the Expo, made it possible to have one more successful participation of MPEDA in Seafood Expo Global. Ms. Ismat Jahan, Ambassador of Bangladesh in Belgium also visited the MPEDA - India pavilion along with Bangladesh Embassy officials. Mr. Eddy Torp, Director - Due Miljo, Norway visited MPEDA stall and had a discussion on effective utilization of surimi wash water for producing high quality protein.

**India Event**

As done in the previous editions, MPEDA organized the India Event, a business luncheon on 27th April 2016, the second day of the Expo in the Ambassador Hall (Hall No. 10 in the Expo Centre). Around 120 participants included the major buyers of Indian seafood, Indian exporters, journalists and Embassy of India officials attended the programme.

The event provided an excellent platform for buyers, exporters, diplomats and journalists to discuss the various issues regarding seafood industry. India event was inaugurated by Ms. Leena Nair, Chairman MPEDA by lighting the traditional lamp. India shared the sorrow and grief of the Belgian people on the terrorist attack of 22nd March and observed two minutes silence in honour of the departed souls. Before beginning the presentation Chairman quoted the words of Mr. Narendra Modi, Hon’ble Prime Minister of India voicing the sentiments of India during his visit to Brussels on 30th March 2016. “Having experienced terrorist violence ourselves on countless occasions, we share your pain. In this time of crisis, the whole of India stands in full support and solidarity with the Belgian people”. Subsequently Chairman MPEDA, briefed the gathering on the potential and trends of Indian Seafood industry.
Seafood Excellence Award Winners 2016

Awards were presented for the Seafood Excellence Global awards competition that recognizes the best seafood products represented at the exposition in several categories. On 26th April 2016, the company Kagerer & Co. of Munich, Germany, won the best retail product category with its entry, Dim Sum – Quick ‘n’ Easy, a combination of three types of Asian dumplings that can be quickly steamed or microwaved and served with their own dipping sauce. Fresh pack of San Martin les Boulogne, France, won the grand prize for the best HORECA (hotel/restaurant/catering) product for its high pressure shelled raw king crab meat. Raw king crab legs are completely extracted from their shells using this technology, then individually vacuum packed and frozen.

Five special Seafood Excellence Global awards were also given. The special award for Health and Nutrition went to SAS Kermarée of Blainville sur Mer, France, for its product L’huître Noisette. The award for Convenience went to Marine Harvest of Boulogne sur Mer, France for its product, Mini Gourmandises. La Famille Bouthais of Saint Coulomb, France was presented the Seafood Excellence Global special award for Innovation for its product Gold Special Oysters “Ostra Regal.” Marine Harvest France was also given the Seafood Excellence Global special award for Retail Packaging for its product ASC Salmon Traiteur in Double Protection Packaging.

In this competition, a panel of experts in seafood products judged
Stalls of co-exhibitors participated with MPEDA
39 finalists on their taste, originality, practicality, innovation, packaging, market potential and nutritional aspects. The winners of the 2016 Seafood Excellence Global awards were chosen from a field of 39 finalists representing 15 countries. The winners and finalists were displayed in the Patio, Stand P-4619- 4635 at Seafood Expo Global and Seafood Processing Global.

Participation in the 2016 edition of Seafood Expo Global provided sufficient exposure to the current products and practices in the global seafood industry, and the European Union in particular. All the co-exhibitors were benefited from the participation under the roof of MPEDA in terms of business generated. The trade enquiries received during SEG-2016 is listed separately in the concerned section of this Newsletter.
Seafood Product Line: Delprime Filets preserved by high pressure pasteurization, Delprime

Health & Nutrition: L’huître Noisette, SAS Kermaree

Best Foodservice Product: Raw Frozen King Crab Meat, High Pressured Shelled, Freshpack

Innovation: Gold Special Oysters “Ostra Regal,” La Famille Boutrais