MPEDA’s participation in Seafood Expo Global 2017 at Brussels

EU Seafood Market

EU is the largest traders of fishery and aquaculture products in the world in terms of value. In 2015, the trade flow amounted to EUR 49.3 billion and 13.8 million tons. Fish alone represents almost 20% of the overall EUR 120 billion worth of food products imported by the EU. The major seafood items imported are Cod, shrimps and salmon. Per capita consumption per year of seafood is increasing and reached 25.5 kg. The consumption in the EU market is dominated by capture fishery products.

The EU trade balance deficit has been rising since 2009 and was largest during 2015 confirming the EU as a net importer of fisheries and aquaculture products. The share of Indian seafood products in EU market during 2015 was 4% in value and 3% in quantity terms. Norway is the biggest supplier followed by China, Iceland, Morocco, United States and Ecuador.

It is worth noting that 92% of world aquaculture production and 72% of world catches originate from Asia, mainly China, Indonesia and India.

Mr. B Sreekumar, Secretary, MPEDA in a discussion with Dr. Bijay Ketan Upadhyay IAS, Director of Fisheries, Govt. of Odisha

Mr. Rajakumar Naik, Deputy Director, MPEDA Regional Division, Mumbai interacts with an importer

A view of co-exhibitor stalls
EU is the major destination for the Indian Seafood. Nearly 20% of total seafood destined to EU are value added items. About 42.06% of total Value added products have been exported to EU. Spain, Italy, Belgium, UK, France, Germany and Netherlands are major EU countries importing Shrimps, Cephalopods and Fishes from India.

The Exhibition

Seafood Expo Global (SEG) is an annual event organized by Diversified Communication at Brussels. The expo includes exhibitors/ buyers/ professionals/media from 140 countries. It is the world's largest seafood trade event, featuring more 1879 exhibitors from 80 different countries exhibited their products on the total surface exhibiting area 35682 sq.m. The exposition was held from 25-27, April 2017 at the Expo Centre in Brussels, Belgium. The exhibition featured innovative seafood products in different forms like chilled, frozen, dried, ready-to-eat along with modern processing and packaging equipments.

India's participation

MPEDA has participated in the exhibition along with 21 co-exhibitors by booking 480 sq.m. area under Indian pavilion stall No-7-1633 and 7-1733. MPEDA displayed a variety of seafood consisting of chilled, frozen, freeze dried and ready-to-eat products. Frozen seafood was displayed using two deep freezers and fresh fish were arranged in one chiller. Frozen products ranged from shrimp, squid, cuttlefish, finfish, canned crab etc. In addition to seafood, MPEDA publicity literature and books were displayed and distributed to the visitors of MPEDA stall. As done in the 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.

Indian delegation was represented by Mr. B Sreekumar, Secretary, MPEDA, Mr. G Rathinaraj, Joint Director (Aqua), Regional Division, Valsad, MPEDA and Mr. Rajakumar Naik, Deputy Director, Regional Division, Mumbai, MPEDA.

21 seafood exporters from India participated as co-exhibitors in the MPEDA - Indian pavilion were M/s. Abad Fisheries Pvt Ltd and Abad Overseas Pvt Ltd, Kochi, M/s. Castlerock Fisheries Pvt Ltd, Mumbai, M/s. Calcutta Seafoods Pvt Ltd, Kolkata, M/s. Deepmala Foods, Veraval, M/s. Forstar Frozen Foods Pvt Ltd, Mumbai, M/s. Gadre Marine Export Pvt Ltd, Ratnagiri,

During the first day of the SEG itself, many visitors flocked the MPEDA stall and other stalls in the Indian pavilion. The display of 9 kg Cobia fish in the chiller was the main attraction to the delegates. MPEDA stall had engaged a popular chef for the cookery demonstration of Indian seafood delicacies for the buyers and visitors. A film was screened continuously depicting the Indian seafood, and the good aquaculture being practised in India.

Seafood 2017-Information Session- "Consumer information on Fishery and Aquaculture Products," was conducted by the European commission on 25th April 2017. The session dealt with unprocessed and processed seafood and the consumer information should contain common name and scientific name, fishing gear used, production method, area of catch or farming.

During the 2nd day, senior officials from Indian Embassy, Brussels visited the MPEDA stall and other stall setup by the Indian seafood exporters in the Indian pavilion. The expo was concluded on the 3rd day and all the exporters appreciated the effort taken by the MPEDA, Ministry of Commerce, Govt. of India and the Indian Embassy. The trade enquiries received during SEG-2017 is listed separately in the concerned section of this Newsletter.