



THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY
(Ministry of Commerce & Industry, Govt. of India)
MPEDA House, Panampilly Avenue
Cochin - 682 036.



MPEDA participated in the 14th Japan International Seafood and Technology Expo held at Tokyo

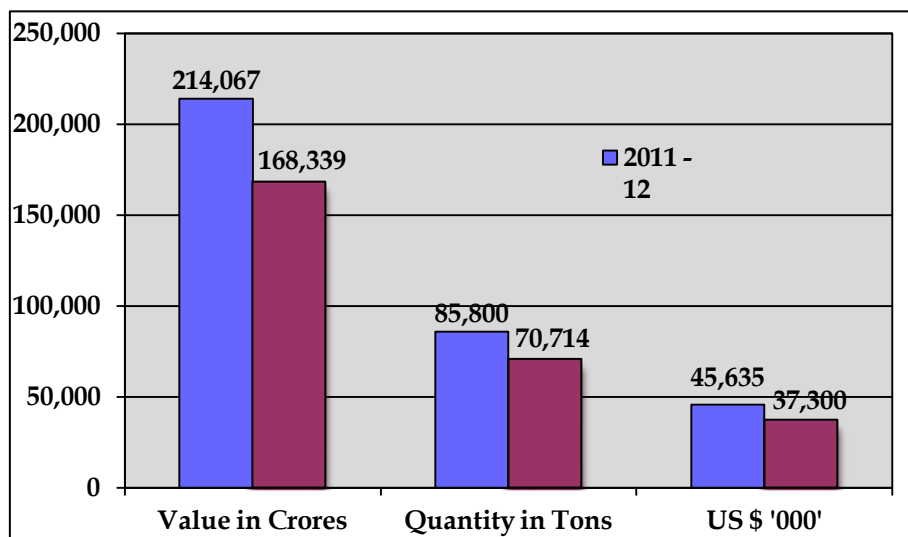
Exchange between Japan and India is said to have begun in the 6th century when Buddhism was introduced to Japan. Indian culture, filtered through Buddhism had a great impact on Japanese culture, and this is the source of the Japanese people's sense of closeness to India. The Japan-India Comprehensive Economic Partnership Agreement (CEPA) took effect in August 2011, which will eliminate about 94% of the tariffs between Japan and India within 10 years. Quantum of trade between India and Japan as follows:

Japan-India Trade (Yen: billion)							
Year	2004	2005	2006	2007	2008	2009	2010
Trade from India to Japan	283	352	472	491	544	348	497
Trade from Japan to India	329	388	518	723	819	591	792

(Source: Japanese government documents)

Japanese private-sector's interest in India is rising; more than 900 Japanese companies have branches in India. Both governments held "Japan-India Exchange Year 2007" both in Japan and in India to commemorate the 50th anniversary of the Cultural Agreement. The year 2012 is the 60th Anniversary of the Establishment of Diplomatic Relations between Japan and India. During 2011 - 2012 seafood products exports from India to Japan was 85,800 MT worth 456.35 million US \$. Exports to Japan registered a positive growth of 21.33% in quantity, 27.16% in rupee value and 22.35% in US \$ realization.

Indian Seafood Exports to Japan during 2011-12 compared to 2010-11



Frozen shrimp continued to be the top most item of export to Japanese market accounting for 73.28% of the total US \$ earnings. Frozen shrimp exports to Japan increased by 15.82% in quantity, 27.02% in rupee value and 23.55% in US\$ realization. Fish exports to Japan has

retained its position and registered 22.57% growth in quantity and 36.93% in US\$ earnings. Export of frozen cuttlefish to Japan decreased 10.92 % in quantity. However, it recorded 11.25% growth in US\$ realization. Export of frozen squid also decreased about 41.52 % in quantity and of 24.16% in rupee value and 27.51% in US\$ realization. Export of dried items increased by 6.59 % in quantity but decreased in value and US\$ realization by 4.56 %, and 10.86 % respectively. Export of live items to Japan showed a positive growth of 44.30% in quantity but decreased 8.89% in US\$ realization. Exports of chilled items showed considerable increase by 120.12% in quantity and 220.34% in US \$ realization. Export of other marine products showed tremendous increase of 41.79 % in quantity; 46.27 % in rupee value and 35.78 % in US \$ realization. The details are given in the following table.

ITEM		Share %	2011-12	2010-11	Variation	(%)
Frozen Shrimp	Q	37.35	32,216.84	27,816.42	4,400.42	15.82
	V	72.83	1,558.97	1,227.31	331.67	27.02
	\$	73.28	334.42	270.68	63.74	23.55
Frozen Fish	Q	0.88	749.64	611.60	138.04	22.57
	V	0.62	13.2	9.44	3.76	39.88
	\$	0.63	2.86	2.09	0.77	36.93
Frozen Cuttlefish	Q	0.19	162.59	182.52	-19.92	-10.92
	V	0.17	3.59	3.08	0.51	16.69
	\$	0.17	0.76	0.68	0.08	11.25
Frozen Squid	Q	1.65	1,418.40	2,425.60	-1,007.20	-41.52
	V	2.21	47.38	62.48	-15.1	-24.16
	\$	2.19	10.02	13.82	-3.8	-27.51
Dried Item	Q	17.69	15,182.18	14,243.21	938.98	6.59
	V	3.49	74.65	78.22	-3.57	-4.56
	\$	3.39	15.45	17.33	-1.88	-10.86
Live Items	Q	0.03	2.45	1.70	0.75	44.3
	V	0.03	0.76	0.8	-0.04	-4.57
	\$	0.03	0.16	0.18	-0.02	-8.89
Chilled Items	Q	0.02	18.16	8.25	9.91	120.12
	V	0.02	0.47	0.13	0.34	258.68
	\$	0.02	0.09	0.03	0.06	220.34
Others	Q	42.02	36,049.48	25,425.17	10,624.31	41.79
	V	20.63	441.64	301.93	139.7	46.27
	\$	20.29	92.59	68.19	24.4	35.78
Total	Q	100	85,799.75	70,714.46	15,085.29	21.33
	V	100	2,140.67	1,683.39	457.28	27.16
	\$	100	456.35	373.00	83.36	22.35

The Japan International Seafood and Technology Expo is the largest annual seafood event to showcases seafood business opportunities in Japan to all stakeholders of the seafood and fisheries sector. Japan Fisheries Association (JFA) hosted the 14th Japan International

Seafood and Technology Expo. It is much beneficial to India to participate in this wonderful event to promote and popularize a wide array of Indian seafood products among Japanese buyers. Considering the importance of this event, with the approval of Govt. of India, MPEDA deputed Shri. K. Vijayakumar, Deputy Director (Lab) and Shri S. Asok Kumar, Deputy Director, RO, Kochi for organizing MPEDA's participation. Taking into account, the prominence of Japan in the list of India's seafood buying countries, all necessary steps were taken well in advance for sending the publications and samples for display. Accordingly all the publicity literature and seafood samples were received well in time.

The 14th Japan International Seafood and Technology Expo held during 18 - 20 July 2012 at Big Sight, Tokyo. This time MPEDA has hired 20 sq. m. stall area. Deputed MPEDA officials reached Tokyo on 17th July 2012 morning and the entire day was fully utilized in setting up the stall as planned. MPEDA stall was decorated with special theme of fish crated with photographs various value added products. It was noticed that the stall contractors had built up the stall as per the specifications sent by us and was looking expressive and attractive. We received a lot of appreciation from co-exhibitors and other visitors to the stall for the layout and design. An exclusive discussion area with Sofas was arranged for discussion with VIPs to the stall.

We have hired one horizontal freezer for display of frozen seafood samples. All frozen seafood samples sent from RO Chennai were brought into our stall and were displayed in the freezers. Exhibited wide range of frozen value add seafood products such as Vannamei shrimps in different styles viz. raw head-on, raw PD tail-on, raw PD tail-off, blanched headless, cooked PD tail-on, cooked PUD, cooked PD and Black tiger shrimps in different packing styles viz. raw PD tail-on, raw PD tail-off, PD, PUD and whole cook lobster.



View of the MPEDA stall



A view of frozen samples displayed



A view of retort pouch products/pickle samples

Cephalopod products viz. cuttlefish whole cleaned, cuttlefish fillet, squid whole cleaned, squid rings, squid tentacles, yellow clam meat. Other high end value added products viz. skewer, surimi products, surimi imitation products viz. super snow crab, crab flakes, crab sticks, lobsters, shrimp tails and crab claws. Various value added fish products viz. tuna loins; tuna steaks; sword fish steaks; red snapper fillet; grouper fillet; ribbon fish cut portions and pasteurized crab meat. Many importers have evinced keen interest to visit India and MPEDA for further discussions in sourcing more seafood from India. Remaining dry samples viz. various range of prawn curry in different tastes viz. Amritasari, Kashmiri, Mughalai, Malabar, Goan, Kerala, prawn pulao, prawn biriyani, various tuna products in retort pouches viz. tuna in oil, tuna in brine, tuna in hot tomato sauce, tuna in sweet tomato sauce, prawn pickle and tuna pickles various tastes viz. hot & spicy; spicy; medium spicy tangy, freeze dried shrimp and freeze dried were displayed on a separate table. The publicity material was properly arranged on a table in the stall, which included recently brought out Corporate booklet, English and Japanese versions of MPEDA Brochure, Exporters Directory CD, Handbook on Indian Fishes, Indian Seafood Product Catalogue, Poster on commercial fishes of India etc. Apart from Japan, exhibitors from Vietnam, Thailand, China, Malaysia, Korea, USA etc. had put up stalls.



Visitors are in discussion with Shri. S. Asok Kumar, Deputy Director

Japan International Seafood and Technology Expo attracted wide ray of visitors. Visitors comprise of five main group viz. (1) Seafood producers: Seafood processors and exporters from various countries; (2) Seafood buyers: Large and small super markets, chain stores, department stores, fish dealers and other retailers, mail-order businesses, TV shopping and internet business; (3) Seafood users: Hotels and restaurants, sushi restaurants, seafood restaurants and other food-service businesses, fishery product processing businesses, meal service businesses, delicatessens and other take-home meal businesses; (4) Fishing business: Government organizations, fishermen cooperative association, fish farming businesses, freezer vessel operators, those in the fishing business, fisheries experimental stations; (5) Others: Business consultants, traders, buyer agents, entrepreneurs, students, press and media etc.

A numbers of new technologies relating to preserving the freshness of fish, rationalizing the processing stages and enhancing hygienic control were showcased in the expo which includes machinery and equipment for chilling and freezing facilities, and measuring, packaging and slicing. The following technologies and products were displayed by various exhibitors in the expo.

- Fresh / processed / aqua cultured and sea caught seafood products
- Seasonings and food additives
- Seafood processing machinery and related equipment
- Packaging, distribution equipment and service
- Kitchenware and cooking appliances
- Sushi business
- HACCP services and food sanitation equipment and technology
- Biomass technology for fishery / waste recycling technology
- Fishery Bio-technology, fishery industry, fishery market modernizing technology
- Technology for abstracting medical elements from seafood, technology for commercializing these elements, technology for computerizing these elements, functional products related to seafood.

- Fishery, nursery and aquaculture technologies
- Environment-friendly and conservation technologies

More than 500 companies / organizations related to seafood processing and related technologies participated in the expo. The number of visitors, mainly industrial users and foodservice operators, totalled 26,101 during the 3-day period, which was an increase of 564 over the previous year.

2012	Visitors	2011	Visitors
18 July 2012	8,949	1 st July 2011	8,753
19 July 2012	9,123	2 nd July 2011	9,029
20 July 2012	8,029	3 rd July 2011	7,755
2012 Visitors	26,101	2011 Visitors	25,537

The visitors to the stall were well received and all the enquiries, clarifications, requirements were well answered. In addition to buyers/ importers, there were a handful of visitors to the MPEDA stall from organizations associated with sustainable fishing, certifications, other events etc.



Visitors in MPEDA stall having discussions with Shri. K. Vijayakumar, Deputy Director and Shri. S. Asok Kumar, Deputy Director

Publicity material, Exporters directory CD and bags were distributed to the visitors in a printed bag, which attracted most of the visitors. TPO, Tokyo arranged two interpreters in assisting / attending the visitors, which helped a lot. The three days' event gave an exciting exposure to the entire seafood and processing industry in accessing the Japanese seafood market, showcasing of latest innovations in seafood and seafood processing, finding out solutions to business problems and to identify ideas to grow the business. M/s. Hiravathi Group, Veraval and M/s. Tri-Star Group, Cochin also participated in the show and showcased their products and services. The trade

enquiries received at our stall has been given to TPO Tokyo for necessary compilation to publish in the MPEDA newsletter.