

MPEDA in SENA - 2014, Boston

The International Boston Seafood Show rechristened as Seafood Expo North America (SENA) is considered to be the second largest international seafood exhibition in terms of global participation. Seafood Expo North America/Seafood Processing North America is the largest seafood trade event in North America. The event attracts over 19,000 buyers and suppliers of fresh, frozen, packaged and value-added seafood products, equipment, and services. Attendees travel from more than 100 countries to do business at the exposition. The 33rd edition of the expo was organized at the Boston Convention & Exhibition Center from 16th to 18th March 2014.

The Seafood Expo had very good participation from all major seafood players from USA, China, Vietnam, Thailand, Chile, Peru, Malaysia, Indonesia etc.

As in the previous years, MPEDA had set up an Indian Pavilion in the



Visitors in MPEDA pavilion

show, along with 7 co-exhibitors, and displayed an array of seafood products from India carried under the theme "Incredible Seafood from Incredible India". The fair was an ideal exposure to all Indian seafood exporters to meet prospective buyers and enter into new contracts as well as renewing their existing orders for future.

The demand for seafood in general, and shrimps in particular to US has increased many folds. As far as our exports are concerned, the potential of the market still remains to be explored fully. The market has been found very active, but there is a trend to decrease the prices of the products considering the devaluation of rupee against US Dollar which is in contradiction to the increased raw material prices in India.

The Indian Pavilion which was centrally located at a prime position in the Exhibition hall and consisted of 1200 sq ft, in which 7 Indian co-exhibitors participated along with MPEDA. The pavilion had a wonderful background bearing the MPEDA theme for the show. The design and positioning of MPEDA stall was ideal so as to receive visitors and to guide them to our co-exhibitors.

In order to attract visitors, live cooking demo was arranged on all the 3 days. Various delicious Seafood dishes were cooked and served hot



Mr. N Ramesh, Director (M) (right) interacts with a visitor in MPEDA stall

GLIMPSES FROM SENA - 2014



which enlightened the charm of many seafood lovers towards Indian seafood. The India show organised on 17th March 2014 was a grand success, facilitating the buyer seller interactions, and could result in fostering our business further in US market. The visitors were provided various promotional materials. Samples of almost all major products that are being exported to US from India were displayed in MPEDA stand with Head-on IQF Black Tiger shrimp, Blanched IQF shrimp with Sauce in tray, tray pack products, vacuum packed products and pasteurised crab meat turning out to be major attractions. There was also a display of fin fishes and shellfishes in chilled form, such as

Sea eel, Lobsters, King Fish, Cobia, pomfrets and lady fish, which too attracted many.

The trade enquiries generated are given in the concerned section of this Newsletter. Almost 30% of the enquires came from Asian counterparts who are suppliers to US and the rest came directly from US and other market importers, including procurement agents from different seafood processors, marketing agents and representatives from restaurant chains and supermarkets.

Almost all visitors were happy with the MPEDA stall for the very reason that much of their burden in sourcing material were sorted out with

the information they could gather from MPEDA stall. Many of the visitors appreciated the activities and the role of MPEDA in promoting Indian Seafood. Visitors also promised to visit the India International Seafood Show 2016 in order to meet more Indian seafood exporters.

The participation of MPEDA in the Seafood Expo North America was organized by Ms. Leena Nair IAS, Chairman, Mr. N Ramesh, Director (Marketing), Ms. Monika A Batra, Resident Director, New York and Mr. Rakesh Thomas Kurien, Assistant Director. The feedback from all the co-exhibitors conveyed their satisfaction in business generation. ●