

# MPEDA at the China Fisheries and Seafood Expo (CFSE) 2019



*Front view of the MPEDA pavilion*

**T**he 24<sup>th</sup> Annual China Fisheries and Seafood Expo (CFSE) was held at Qingdao International Expo Center, Qingdao City, China, from October 30 to November 1, 2019. The event featured almost 1,600 business exhibiting companies from 53 countries and Region, including 22 overseas national and regional pavilions.

The objective of the expo was to enhance the globalisation of seafood market and industry chain integration and contribute more to the fishery development of the world. With about 45,108 square meters of exhibit space, China Fisheries and Seafood Expo has grown to become the largest seafood trade show in the world. More than 33,000 visitors from 100 countries attended CFSE 2019.

The participants were government officials, business communities, exhibitors and professional purchasers across the world. MPEDA, along with 18 exporters,

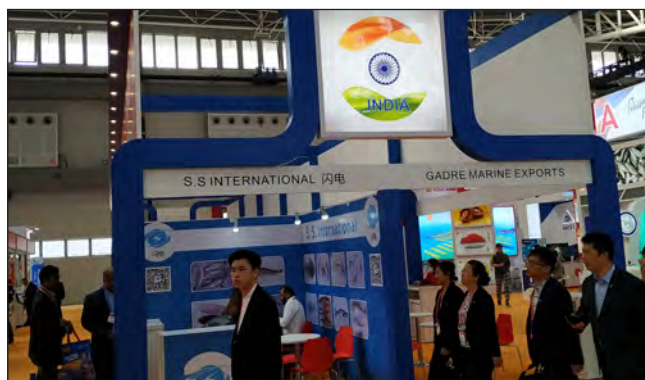
participated in the expo. List of companies, which participated in CFSE 2019, is given below. Dr. Shine Kumar C.S., Deputy Director, MPEDA Kochi and Dr. Sreenath P.G, Deputy Director, MPEDA New Delhi represented MPEDA in CFSE 2019. The list of trade enquires received during the expo is also given below.



*Dr. Shine Kumar C. S. and Dr. P. G. Sreenath, Deputy Directors, MPEDA attends to a buyer*

## MARKETING NEWS

Sl. No.	Company	City
1	M/s Amaravathi Aqua Exports Pvt. Ltd.	Vijayawada, Andhra Pradesh
2	M/s Baby Marine Eastern Exports	Mandapam, Tamil Nadu
3	M/s Castlerock Pvt. Ltd.	Mumbai, Maharashtra
4	M/s Coastal Corporation Ltd.	Visakhapatnam, Andhra Pradesh
5	M/s Favourite Exports	Veraval, Gujarat
6	M/s Gadre Marine Export	Ratnagiri, Maharashtra
7	M/s Goan Fresh Marine Exports Pvt. Ltd.	Udupi, Karnataka
8	M/s Halal Exports	Veraval, Gujarat
9	M/s Mourya Aquex Pvt. Ltd.	Bhimavaram, Andhra Pradesh
10	M/s Rupsha Fish Pvt. Ltd.	Kolkata, West Bengal
11	M/s SS Seafood Pvt. Ltd.	Kolkata, West Bengal
12	M/s Sashmi Foods Pvt. Ltd.	Bangalore, Karnataka
13	M/s Shafi Marine	Veraval, Gujarat
14	M/s SS International	Veraval, Gujarat
15	M/s Suryamitra Exim Pvt. Ltd.	Bhimavaram, Andhra Pradesh
16	M/s. Sun Exports	Veraval, Gujarat
17	M/s Vasista Marine	Bhimavaram, Andhra Pradesh
18	M/s Salet Seafoods Pvt. Ltd.	Porbandar, Gujarat



Stalls of Indian seafood companies at CFSE 2019





## MARKETING NEWS

*Stalls of Indian seafood companies at CFSE 2019*



## MARKETING NEWS

### Visit to Eon Super Market at Qingdao

During the visit to Qingdao, the MPEDA team visited Eon Super Market, where different types of seafood products were displayed. It was noticed that major seafood items were sold in the form of live, fresh, frozen

and dried in Eon super market. It will be beneficial for Indian exporters, if they are able to market the seafood directly to the Chinese supermarket chains like Carrefour, Jusco, Metro and Wal-Mart. This will help to avoid the middlemen and traders in the sector for better realization of value for Indian seafood in China.



*Frozen Argentine Red Shrimp on Retail pack*



*Frozen Patagonian Toothfish Steaks in Retail pack*



*Atlantic salmon portion and Crispy Seaweed Shrimps*



*Live Crab with Retail Price*

