

# MPEDA's participation in Seafood Expo Global 2018 at Brussels



*Indian pavilion in Seafood Expo Global 2018*

**E**U is the largest market for aquaculture products as well as value added products. During 2016-17, European Union remained the third largest destination for Indian seafood with a share of 16.73% in quantity. Frozen shrimp continued to be the major items of export to EU account 40.66% in quantity and 55.15% in USD earnings out of total export to EU. Export of *L. vannamei* shrimp to EU improved by 9.76% in quantity and showed increase of 11.40% in USD.

Seafood Expo Global/Seafood Processing Global (formerly the European Seafood Exposition/Seafood Processing Europe) is the world's largest seafood trade event. More than 26,000 buyers, suppliers, media and other seafood professionals from more than 140 countries visit the exposition. Attendees come to meet existing suppliers, source new products and network with other industry professionals. It is the place where the global seafood industry meets.

Seafood Expo Global/Seafood Processing Global is organized by Diversified Communications, experts in organizing the world's largest seafood events and leading print and online media. With a reach of more than 26,000 seafood professionals, Seafood Expo Global/Seafood Processing Global benefits from Diversified's existing relationships and resources to ensure the right buyers, distributors, importers, exporters and wholesalers attend

Seafood Expo Global/Seafood Processing Global.

Seafood Expo Global and Seafood Processing Global provides an un-paralleled opportunity for the exporters/importers to market and sell products to the global seafood stakeholders.

## THE EXHIBITION

Seafood Expo Global and Seafood Processing Global form the world's largest seafood trade event. Thousands of buyers and suppliers from around the world attend the annual, three-day exposition in Brussels, Belgium, to meet, network and do business. The gathering who attends the Expo represents importers, exporters, wholesalers, restaurants, supermarkets, hotels, other retail and foodservice companies apart from policy makers, government officials, Market researchers/analysts etc.,. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. The exposition was held from April 24 to 26 at the Expo Centre in Brussels, Belgium.

A total of 1,946 companies from 78 countries have exhibited at this year's exposition, an increase of 87 companies over 2017, as per the official declaration made by the event organizer. This year's event has also broken new grounds and records in terms of exhibit space, with more than 39,322

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net m<sup>2</sup> occupied, surpassing last year's numbers in terms of exhibit space by more than 1000 m<sup>2</sup>.

### INDIA'S PARTICIPATION

MPEDA set up an Indian Pavilion in which 19 exporters participated as co-exhibitors displaying a variety of seafood products from India and 65 exporters took table space as participants including 32 exporters who registered onsite based on the availability of table space. The Indian pavilion was located in stall no 7-1633 and 7-1733 and covered a floor space of 480 sq. m area. The stall theme of Indian Pavilion was "Irresistible seafood from Incredible India".

MPEDA displayed wide variety of seafood consisting of frozen, chilled, dry and ready-to-eat products. Chilled items were displayed by one chiller and frozen and dried items were displayed by two freezers. 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.

Indian delegation was represented by Mr. T. Dola Sankar, IOFS, Director (Marketing), MPEDA, Mr. Maruti D. Yaligar, Deputy Director and Mr. Tambada N. Vishnu, Assistant Director. The Indian team was also well assisted and supported by the team of the Indian Embassy at Brussels. Active presence and participation of the Indian delegates including Mr. Santosh Kumar Sarangi IAS, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Govt. of India; H. E. Ms. Gaitri Issar Kumar,

Ambassador of India, Brussels; Mr. Saravesh Rai, Adviser (A&MP), Embassy of India, Brussels, Mr. Mandlik, Deputy Director, EIC, Delhi, Mrs. Priyadharshini Ravindran, Second Secretary (EU), Embassy of India, Brussels added strength and support to the MPEDA delegation. The timely advices and interactions with the visitors enhanced outreach to more buyers and get them in touch with potential exporters from India.

The novel concept for enhancing the participation of the exporters through free-table space was itself a special attraction this time and it facilitated and channelized the buyers from other countries through MPEDA officials to the Indian participating exporters.

The co-exhibitors participated in the event are M/s. VV Marine Products, Tuticorin; M/s. Naik Seafoods Pvt. Ltd., Mumbai; M/s. Seasaga Enterprises Pvt. Ltd., Mumbai; M/s. HLN Enterprises, Veraval; M/s. Real Exports, Veraval; M/s. HN Indigos Pvt. Ltd., Navsari; M/s. Avla Nettos Exports, Kollam; M/s. Pasupati Aquatics Pvt. Ltd., Kolkata; M/s. Indian Exports, Veraval; M/s. Shree Dhatt Aquaculture Farms Pvt. Ltd., Gujarat; M/s. Abad Fisheries Pvt. Ltd., Kochi; M/s. Abad Overseas Pvt. Ltd., Kochi; M/s. Gadre Marine Exports Pvt. Ltd., Ratnagiri; M/s. Calcutta Seafood Exports Pvt. Ltd., Kolkata; M/s. Castlerock Fisheries Pvt. Ltd., Mumbai; M/s. Sagar Samrat Seafoods, Gujarat; M/s. Forstar Frozen Foods Pvt. Ltd., Mumbai; M/s. Rupsha Fish Pvt. Ltd., Kolkata; M/s. Ulka Seafoods Pvt. Ltd., Mumbai. Other Indian exporters who participated in Seafood Expo Global have also availed the services of MPEDA.

During the first day of SEG, many buyers and visitors visited the MPEDA pavilion and among the highest dignitaries, who visited Indian stall was Ms. Gaitri Issar Kumar, H. E. Ambassador of India to Belgium. She had active



*A view of free table space area in Indian Pavilion – an unprecedented offer from MPEDA to have maximum participation of exporters*



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*Mr. T. Dola Sankar IOFS, Director (M) and Mr. Maruti Yaligar, Deputy Director, MPEDA having discussion with a visitor in Indian pavilion*

interaction with the co-exhibitors and the participating exporters. Ambassador also led a panel discussion with the exporters from India and took feedback on the antibiotic issues.

MPEDA officials had interaction with the visitors all through the day and based on the outcome of the interaction and based on their requirement, directed them to exporter concerned (co-exhibitors/co-participants) so that they could further their business. Some of the buyers and visitors who were acquainted with their regular exporters directly visited the respective co-exhibitors and co-participants. Among the products displayed in the Indian pavilion, the big size tiger shrimp and groupers kept in chiller were the main attraction for all visitors and buyers.

The well packing of dry and other frozen products attracted many visitors attention towards Indian stalls. Among the enquiries received, it is noticed that many buyers were enquiring about *L. vannamei*, Black Tiger, ready to eat processed products, freshwater prawn and fish fillets.

On the second day, Indian Embassy officials visited the MPEDA stall and co-exhibitors stalls. They have discussed and reviewed the fair and response from overseas buyers. The expo was concluded on third day and the participation in the 2018 edition of Seafood Expo Global provided enhanced exposure to the current products and practices in the global seafood industry, and the European Union in particular.

### SHRIMP DIALOGUE #2

During Brussels expo, Seafood Importers and Processors Alliance (SIPA) organised a short event of Shrimp Dialogue #2 in continuation of their Shrimp Dialogue #1 organised at IISS, Goa bringing together the main stakeholders, including the Seafood Export Association of India, the European Commission and business representatives from Europe and from India. The event held at the Cinedoc Room of the Brussels Expo on April 25 and facilitated by SIPA and Willem van der Pijl of Seafood Trade Intelligence Portal. Mr. T. Dola Sankar IOFS, Director (Marketing), MPEDA made an oral presentation on MPEDA's activities and initiatives in controlling the antibiotic residue in shrimp exporting to EU. Ms. Dr. Sylvie Coulon, Legislative officer, DG- Health and Food Safety an official of European Commission, participated in this session. During her deliberations the following issues has been highlighted for further compliance and its consistency.

- ▶ The Competent Authority (CA) of the export agency of India should continue ensuring that aquaculture farms that supply fishery product to EU approved establishments are regularly inspected to verify the EU hygiene provisions.
- ▶ Effort should be done at primary production level to mitigate the risks transmitted by domestic producers.
- ▶ A better understanding of the situation and cooperation between inspection services regarding the production at primary level should be analyzed.

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*Mr. T. Dola Sankar IOFS, Director (Marketing) introducing the sea food products to H. E. Ms. Gaitri Issar Kumar, Ambassador of India to Belgium and to others in MPEDA Pavilion*



*Mr. Santosh Kumar Sarangi IAS, JS, MoCI, Mr. Sarvesh Rai, Advisor, Embassy of India, Brussels and Mr. T. Dola Sankar, Director (Marketing), MPEDA having discussion with Mr. Willem van der Pijl of Seafood Trade Intelligence Portal*

Further to query raised by the Director (Marketing) about the re-listing of the firms which were de-listed because of the anti-biotic issues, it was pointed out that “it is premature to draw conclusions and time limit to lift the ban before the publication of the last official audit report and the ongoing residual audit that is being taken place in India”.

The concerns raised during the discussion by the official of DG Sante were

- ▶ The official controls do not fully cover all primary production, which undermines the ability of the Competent

Authority to guarantee that non- eligible fishery product are excluded from the export to EU.

- ▶ The focus on export producers only might not be sufficient as the domestic producers share the same water and streams as farms providing material for export to EU.

- ▶ Official controls on the landing of wild catch are further required to be focused with close coordination with the departments or agencies concerned.

### MEETING WITH DG SANTE

Team headed by Mr. Santosh Kumar Sarangi IAS, JS, MoCI along with Mr. Sarvesh Rai, Advisor, Embassy of India, Brussels, Mr. T. Dola Sankar, Director (Marketing), MPEDA, and Mr. R.M. Mandlik, Deputy Director, EIC attended a meeting as per the prior-appointment arranged through Indian Embassy with Dr. Michael Scannel, Directorate of Food and Veterinary Office, European Commission, Health & Consumers Directorate General (DG Sante) on April 25 at the office of the latter. Dr. Sylvie Coulon, Legislative Officer, DG-Health and Food Safety was also present.

During the meeting, the following points were presented to DG Sante for substantiating MPEDA's request for re-listing of the de-listed seafood export firms and bring



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*Officials interacting with visitors and other stakeholders in the Indian Pavilion*



*MPEDA officials with Mr. R.M. Mandlik, Deputy Director, EIC*



*Items displayed in MPEDA pavilions in SEG Brussels*



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*Products displayed in the stalls of other countries*

back sampling at border inspection post to 10% from the existing 50%. than 5000 samples annually.



*Mr. Naresh Vishnu Tambada, Assistant Director interacts with visitors*

► MPEDA has enrolled more than 61,000 aqua farms to ensure traceability and facilitated extensively pre harvest test among the primary production level for further ensuring antibiotic residue free aquaculture shrimp export to EU. Enrolment includes capturing of farm coordinates using GPS and further continuing its endeavour for 100% enrolment.

► MPEDA is operating a nationwide network of ELISA labs to ensure Antibiotic residue free aquaculture shrimp by issuing Pre-Harvest Tests (PHT) certificates to the Aqua shrimps.

► At primary production level, National Residue Control Plan (NRCP) for Aquaculture products has been implemented so as to comply with EU Directive 96/23/EC by four laboratories of MPEDA for analyzing more

► With active persuasion and intervention by MPEDA, the leading aquaculture producing state - Andhra Pradesh, has brought out a government order through which district level and State level task forces have been created to curtail the use of banned antibiotics using a multi-pronged approach - educate, train, collect samples and test, raid and impose penalty on offenders who are found to be using/trading the banned antibiotics.

► Commerce Secretary, Govt. of India has written to all the Chief Secretaries of the maritime states to consider taking similar steps in line with the state of Andhra Pradesh to check the sale/use of the banned antibiotics.

The response to MPEDA's request from DG Sante was positive and further he added that it was premature to arrive at a decision to lift the ban before the publication of the last official audit report and ongoing residual audit that was being taken place in India.

The Indian pavilion had an overwhelming response from buyers, participants and the visitors. It was truly the world's best show with enormous scope for business and market promotion. The trade enquiries received during SEG-2018 is listed separately in this Newsletter.

The feedback received from the co-exhibitors and participating exporters was overwhelming and satisfactory. There is a very positive feedback on providing maiden free table space this year expo and there is a request from the exporting fraternity that the offer of free table space to be continued in future expos too.

