

# MPEDA's participation in Seafood Expo Global 2019 at Brussels

**T**he Marine Products Export Development Authority (MPEDA) participated in the Seafood Expo Global, the largest exposition on seafood held at Expo Centre at Brussels in Belgium from May 7 to 9, 2019. Indian delegation was represented by Mr. K. S. Srinivas IAS, Chairman, MPEDA; Mr. Vijaykumar C. Yaragal, Deputy Director, MPEDA, Sub Regional Division, Karwar; Dr. T. R. Gibinkumar, Deputy Director, MPEDA Sub Regional Division, Ratnagiri and Mr. Rakesh T. Kurian, Assistant Director, MP Division, MPEDA Head Office, Kochi.

## Highlights of EU Seafood Market

The EU is the world's largest trader of fishery and aquaculture products in terms of value. In 2017, trade flows between the EU and the rest of the world surpassed those of China, the second ranked, by over EUR 2.3 billion. In 2017, the sum of trade flows with non-EU countries and exchanges among Member States (exports only) amounted to EUR 57 billion, an increase of EUR 2.6 billion from 2016. Intra-EU exports contributed the most to the overall growth, increasing by EUR 1.44 billion, for a 6 per cent growth from EUR 25.2 billion in 2016 to EUR 26.7 billion in 2017.

Despite exports to third countries reaching a 13-year value peak in 2017, the deficit reached a negative peak of EUR 20.2 billion, 3 per cent or EUR 558 million greater than in 2016. This was due to the growing role of both

frozen and prepared or preserved products imported by EU Member States in terms of value, whereas the deficit for fresh products is decreasing.

Extra-EU imports increased 4 per cent from 2016 and reached a 10-year peak of EUR 25.3 billion. This was mainly due to increased imports of frozen cuttlefish and squid, mostly originating from India and China, and of prepared or preserved skipjack tuna from Ecuador. However, of all fisheries and aquaculture products imported in the EU, salmon accounted for the largest share, with 14 per cent in volume and 22 per cent in value terms.

The US and China are the main destination markets of EU exports in terms of value, but the highest volumes are destined for Norway and Nigeria. While the US and China mainly import salmon and cod, Norway is a major importer of fish oil, and Nigeria of small pelagics, herring and mackerel in particular. In 2016, the EU ranked fifth in world production of fisheries and aquaculture, after the four main Asian producers (China, Indonesia, India and Viet Nam). Aquaculture production in the EU continued the recovery started in 2014, reaching 1.29 million tons with a value of EUR 4.25 billion.

Over the last eight years, price inflation for fish in the EU has been higher than for food in general. From 2016



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to 2017, it reached 3.6% while prices of food in general increased by 2.2 per cent. The inflation for fish was highest in the northern EU countries. (EUMOFA, 2018).

### India's Marine Product Trade with EU

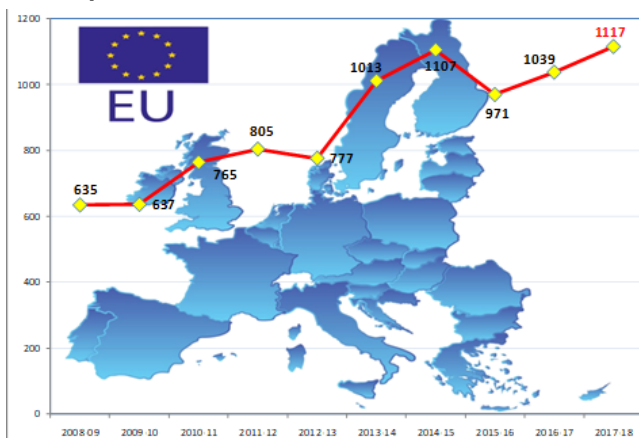
Exports of marine products from India to EU have grown more than 80 per cent in the last 10 years. In terms of US Dollar value, it has grown from USD 617 million in 2006-07 and has reached an all time high of USD 1116.74 million in 2017-18.

As per the latest estimates of 2017-18 export figures, European Union continued to be the third largest destination for Indian seafood with a share of 13.82

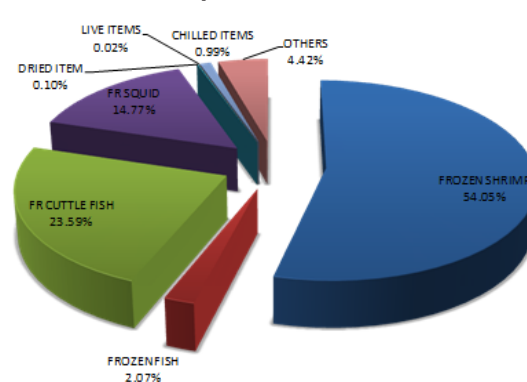
per cent in quantity. Frozen Shrimp continued to be the major item of export to EU accounting 41.21 per cent in quantity and 54.05 per cent in US Dollar earnings. Export of frozen shrimp to EU increased by 1.62 per cent, 1.19 per cent and 5.38 per cent in quantity, Rupee and US Dollar value respectively.

The major items of exports during the year 2017-18 to EU are frozen shrimps, frozen cuttlefish and frozen squid. Frozen fish shows a positive trend and chilled fish and live fish exports are also got good potential. The top five countries importing marine products from India are Spain, United Kingdom, Italy, Belgium and Netherland.

Export of Marine Products to EU (US\$ million)



Item wise Exports to EU (US\$ million)

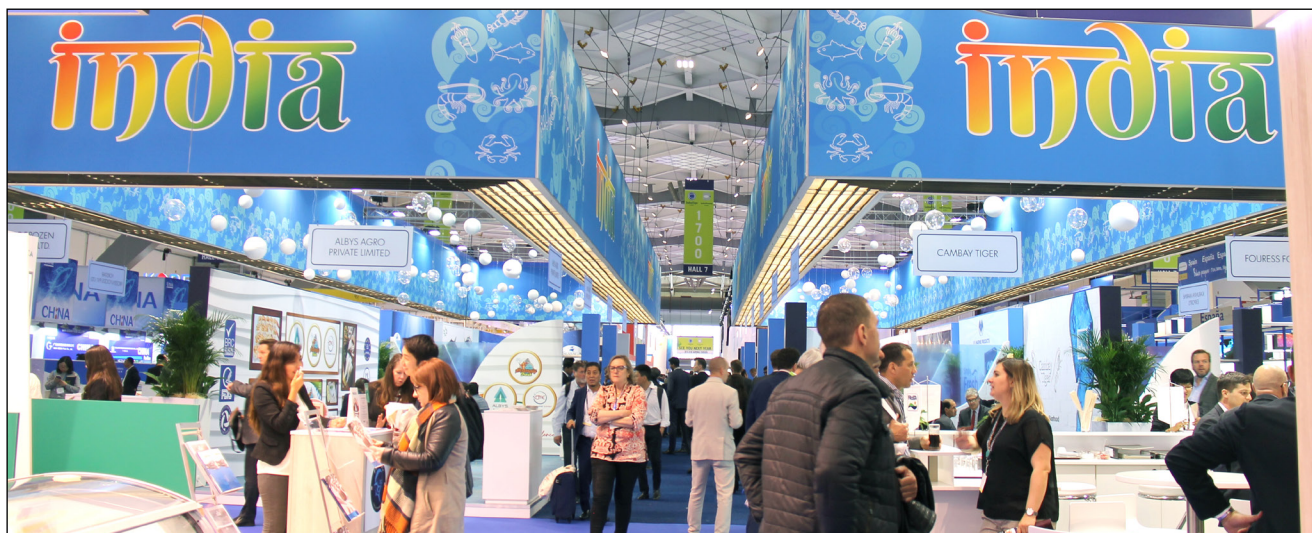


ITEM WISE EXPORT OF MARINE PRODUCTS TO EUROPEAN UNION						
Q: Quantity in M T, V: Value in Rs. Crore, \$: US Dollar Million						
Item Name		2013-14	2014-15	2015-16	2016-17	2017-18
FROZEN SHRIMP	Q:	73487	81952	81849	77178	78426
	V:	4005.72	4407.12	3925.73	3801.26	3846.67
	\$:	660.60	726.74	605.28	572.78	603.59
FROZEN FISH	Q:	6214	7117	4297	5200	6372
	V:	121.98	150.49	108.55	122.88	147.18
	\$:	20.21	24.80	16.62	18.54	23.11
FR CUTTLE FISH	Q:	39457	47151	38022	36513	42994
	V:	916.20	1176.10	1025.47	1268.84	1677.72
	\$:	151.66	193.55	156.98	190.97	263.39
FR SQUID	Q:	37566	34319	41923	50507	41343
	V:	756.18	654.43	854.30	1333.30	1051.36
	\$:	125.55	107.71	130.90	201.09	164.94



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DRIED ITEM	Q:	273	262	253	317	223
	V:	21.98	19.24	11.68	10.37	6.85
	\$:	3.73	3.16	1.80	1.56	1.08
LIVE ITEMS	Q:	4	6	5	11	7
	V:	0.94	1.37	1.24	1.53	1.11
	\$:	0.16	0.23	0.19	0.23	0.17
CHILLED ITEMS	Q:	1396	1811	2412	1984	1735
	V:	51.99	69.90	101.95	79.10	70.50
	\$:	9.14	11.45	15.55	11.91	11.09
OTHERS	Q:	16288	15414	17588	18123	19216
	V:	254.70	236.93	282.52	274.92	314.57
	\$:	42.24	39.02	43.45	41.52	49.37
TOTAL	Q:	<b>174686</b>	<b>188031</b>	<b>186349</b>	<b>189833</b>	<b>190314</b>
	V:	<b>6129.69</b>	<b>6715.58</b>	<b>6311.45</b>	<b>6892.19</b>	<b>7115.96</b>
	\$:	<b>1013.29</b>	<b>1106.67</b>	<b>970.77</b>	<b>1038.59</b>	<b>1116.74</b>



A view of Indian Pavilion

### Seafood Expo Global & Seafood Processing Global, Brussels

Seafood Expo Global/Seafood Processing Global forming the world's largest seafood trade event attracting thousands of buyers and suppliers from around the world to meet and explore the possibility of discovering new seafood products, technologies, networking & trade opportunities reached. In 2019, the event has reached its 27<sup>th</sup> edition, showing positive growth every year in terms of area and participation. The latest edition of the exposition was held for three days from May 7 to 9 at the Expo Centre in Brussels, Belgium.

This year, the exhibit space had grown considerably, making this edition the largest one since its inception. The expo expanded to Hall 3 also with additional seafood processing exhibits. Seafood Processing Global now encompasses Hall 3 and Hall 4 at the Brussels Expo provided visitors with every aspect of seafood processing, including packaging materials & equipment, refrigeration and freezing equipment and supplies, primary processing equipment, secondary processing equipment, hygiene control and sanitation, quality assurance services, transport and logistics services. The Halls 5, 6, 7, 8, 9, 11 and the Patio of the Expo Centre exclusively held seafood exhibits.

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The exposition featured a record 2,007 exhibiting companies over 2018, an increase of 61 companies coming from 88 countries to present their newest seafood products, services, processing and packaging equipment. The event covered 40,559 net square meters of exhibit space, breaking last year's record by 1,237 square meters. More than 29,200 buyers and sellers from around the globe came to Brussels for the event, which drew visitors from 155 countries. The Seafood expo in Brussels continues to be the most important annual event for the global seafood industry.

New exhibiting country representation this year included Angola, Greenland, Guyana, Honduras, Ivory Coast, Kingdom of Saudi Arabia, Madagascar, Mozambique, Solomon Islands, Swaziland, Tanzania and Uganda. In addition, 74 national and regional pavilions were present, including new regional pavilions from South Korea and Taiwan. Seafood buyers who attend Seafood Expo Global/Seafood Processing Global include owners, executive purchasing managers, category managers, private label program buyers and equipment and packaging buyers from restaurants, supermarkets, hotels, catering services, importers, distributors and seafood markets. High-volume buyers from all over the world come to the event to meet with suppliers, see new products and discover industry trends.

### India's participation in the show

India has taken a total stand area of 480 sq. m in the Hall no. 7 with stand numbers 1633 and 1733. The stall theme of MPEDA was Irresistible Seafood from Incredible India and the contemporary style design with blue back-

grounded open stalls, was retained. The eye catcher design was made attractive depicting seafood species in traditional Indian patterns. MPEDA stall displayed a variety of seafood sourced from various seafood exporters at different locations. Samples consisted of chilled, frozen, freeze dried, canned, retorted and ready to eat frozen products. Frozen seafood products were displayed using three large open top display freezers and the chilled fish was displayed in a dome chiller.

Frozen products ranged from IQF, block frozen and tray packed shrimps, individually frozen whole fish and IQF fish fillets, ready to eat frozen products and ready to fry/cook products. A variety of fresh fishes, crabs, shrimps, lobsters, squid etc were displayed in chilled condition. A wide variety of value added and ready to eat products was also displayed in the MPEDA stall. In addition to seafood, a wide array of MPEDA publications including brochures, books, commercial fish chart, exporter directory CDs were also displayed and distributed to the visitors of MPEDA stall. As done in previous years a special guide containing the details of all co-participating exhibitors was also prepared and distributed to the visitors, which helped them to identify the right exporter for commencing their business.

Chairman, MPEDA had discussions with Mr. Giuseppe Palma, Secretary General of Assoittica Italia, a trade body representing the seafood industries of Italy on 7th May, 2019. Mr. Alex Ninan, Regional President SEAI Kerala also attended the meeting. Discussions were on the issues pertaining to EU marine food safety and labelling norms and Electronic catch certificate issued by MPEDA.



*Mr. K. S. Srinivas IAS, Chairman, MPEDA and Mr. Alex Ninan, Regional President SEAI Kerala, having discussions with Mr. Giuseppe Palma, Secretary General of Assoittica Italia*



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Chairman has also had meetings with Mr. Jessen, Acting Director for International Ocean Governance and Sustainable Fisheries for DG-MARE in the office of DG-MARE. Late, another meeting with Mr. Matthew Hudson, Director, DG-SANTE in his office was also there.

The most distinguished visitor to Indian pavilion was Her Excellency Ms. Gaitri Issar Kumar, Ambassador of India to Belgium, Luxembourg and EU in the afternoon of the first day of the fair. Ambassador had discussions with Chairman MPEDA and visited the stalls of co-

exhibitors. Mrs. Smitha Sirohi, Adviser (Agriculture & Marine Products) visited the show during all show days and extended her full support to MPEDA. The support extended by Embassy of India at Brussels towards the organization of the Expo, made it possible to have one more successful participation of MPEDA in Seafood Expo Global. Other important officials visited the MPEDA pavilion were Ms. Rajni Sekhri Sibal, IAS, Secretary, Department of Fisheries, Ministry of Agriculture and Ms. Rani Kumudini, IAS, Chief Executive, NFDB.



*Chilled fish display at MPEDA stall*



*Ms. Gaitri Issar Kumar, Ambassador of India to Belgium, Luxembourg and EU at MPEDA pavilion*



*Ms. Gaitri Issar Kumar, Ambassador appreciating cooking demo*



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*Mr. Vijaykumar C. Yaragal and Dr. T. R. Gibinkumar, Deputy Director having discussion with buyers*



*Mr. Vijaykumar C. Yaragal, Deputy Director having discussion with buyers*



*(L-R) Mr. Parthasarathy, Eol; Mr. Rakesh T. Kurian, Assistant Director, MPEDA; Dr. T. R. Gibinkumar, Deputy Director, MPEDA, Mr. K. S. Srinivas IAS, Chairman, MPEDA, Ms. Rajni Sekhri Sibal IAS, Secretary, Dept of Fisheries, MoA; Ms. I. Rani Kumudini IAS, Chief Executive, NFDB, Mr. Vijaykumar C. Yaragal, Deputy Director, MPEDA, Mr. RP Singh, Adviser (I&E), Eol and Mr. Roshan, Chef*



*Mr. Rakesh T. Kurian, Assistant Director, MPEDA having discussion with buyers*



*Deputed officials with Mrs. Smitha Sirohi, Adviser (A&MP) (middle) and Mr. Parthasarathy, Eol (extreme left)*

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### Cooking Demo

This year, MPEDA pavilion has cooking demo, which was a major attraction for the visitors in the Indian Pavilion. Mr. Roshan, an Indian chef from Brussels, was hired for the cooking demonstrations. The chef prepared various dishes with shrimps, squid rings, tilapia fillets and cobia streaks. Visitors appreciated and enjoyed the preparations as it was a unique opportunity for them to have a flavour of Indian seafood.



*Cooking demo in MPEDA Pavilion*

### Co-participation by Exporters

25 seafood exporters from India participated as co-exhibitors in the MPEDA - India pavilion, and all of them has secured enough orders and reconfirmed their existing orders.

#### List of Exporters

No	Exporter	Region
1	Ram's Assorted Cold Storage Limited, Bhubaneswar	Bhubaneswar
2	Monsoon Bounty Foods Manufacturing Pvt Ltd, Chennai	Chennai
3	Albys Agro Pvt. Ltd., Goa	Goa
4	Abad Fisheries Pvt Ltd., Kochi	Kochi
5	Abad Overseas Pvt Ltd, Kochi	Kochi
6	Calcutta Seafoods Private Limited, Kolkata	Kolkata
7	Milsha Agro Exports Pvt. Ltd., Kolkata	Kolkata
8	Rupsha Fish Private Limited, Kolkata	Kolkata
9	Fouress Foods, Udupi	Mangalore
10	Sashimi Foods Private Limited. Bangalore	Mangalore
11	Castlerock Fisheries Pvt Ltd, Mumbai	Mumbai
12	Forstar Frozen Foods Pvt Ltd, Mumbai	Mumbai
13	Mindhola Foods LLP, Surat	Mumbai
14	Naik Seafoods Pvt. Ltd., Mumbai	Mumbai
15	Seasaga Enterprises Pvt Ltd, Mumbai	Mumbai
16	Ulka Seafoods Pvt. Ltd, Mumbai	Mumbai
17	Vasai Frozen Food Co., Mumbai	Mumbai
18	West Coast Frozen Foods Private Limited, Surat	Mumbai
19	Gadre Marine Export Pvt. Ltd., Mirjole	Ratnagiri
20	Gadre Marine Export, Mirkarwada	Ratnagiri
21	Karunya Marine Exports Pvt. Ltd. Pethkila	Ratnagiri
22	V V Marine Products, Tuticorin	Tuticorin
23	Indian Exports, Veraval	Veraval
24	Real Exports, Veraval	Veraval
25	Sun Exports, Veraval	Veraval



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Around 80 trade enquiries received from different countries like Austria, Bangladesh, Belgium, Bermuda, Brazil, Canada, China, Congo, Cyprus, Denmark, England, France, Germany, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Lebanon, Luxembourg, Maldives, Mauritania, Morocco, Netherlands, Norway, Peru, Poland, Portugal, Qatar, Russia, Saudi Arabia, Seychelles, Spain, Switzerland, Taiwan, Thailand, Tunisia, Turkey, UAE, Ukraine, United Kingdom, USA, is compiled and published in the trade enquiry section of MPEDA Newsletter.

### 2019 Seafood Excellence Award Winners

The winners of the 2019 Seafood Excellence Global awards were chosen from a field of 37 finalists representing 12 countries and the winners were announced in the first day evening of the show at a special Seafood Excellence Global awards reception. The competition recognizes the best products exhibited at Seafood Expo Global. The winners and finalists were on display in Hall 8, Stand 4430 at Seafood Expo Global and Seafood Processing Global, throughout the show.

The judges for the 2019 Seafood Excellence Global competition were Debby Verheyen, Seafood and Frozen Food Coordinator for Ahold Delhaize in Belgium; Damien Castagnier, Buyer of Fruits, Vegetables and Seafood for Monoprix in France; Lubomir Brandejs, Seafood Category Manager for Globus in the Czech Republic; Luca Grosoli, Food Buyer for Sodexo in Italy; and Arnaud Lasplaces, Fish and Seafood Manager for Classic Fine Foods in Hong Kong. Ms. Verheyen served

as chair of the jury.

The Seafood Excellence Global finalists were judged on taste and overall eating experience, packaging, marketability, convenience, nutritional value, and innovation. The judges' scores were verified by the accounting firm of Ernst & Young.

The top award for Best Retail Product was presented to Viciunai Group for its entry, Surimi Noodles Wok Style, a convenient meal in its own lunch box filled with surimi noodles, Chinese vegetables and a Korean glaze sauce. The neutral-flavoured noodles are made from Marine Stewardship Council (MSC)-certified Alaska pollock, Pacific whiting or hoki surimi. The judges noted that in addition to its great taste, the product responds to many of today's most influential seafood markets trends, including high protein/low carbohydrate and gluten-free diets, clean label surimi seafood, sustainability certifications and ready meals on the go.



Surimi Noodles Wok Style from Viciunai Group was also awarded the Seafood Excellence Global special award for Innovation. This unique ready-meal introduces a new category of seafood products in a smart package that provides convenience for people on the go. The phosphate-free, MSC-certified surimi noodles are packed separately from the Korean glaze sauce in a two-tiered cup, so that they can be microwaved then combined as the consumer likes.



Kingfish Zeeland BV won the grand prize for Best HORECA (hotel/restaurant/catering) Product for its Dutch Yellowtail. Also known as hiramasa or kingfish, the product is farmed using a recirculating aquaculture system (RAS) without antibiotics and is certified by both the Aquaculture Stewardship Council (ASC) and Best Aquaculture Practices (BAP). The premium fish can be served raw in sashimi and sushi, or grilled or smoked as a sustainable alternative to tuna and swordfish. The judges particularly noted the rich flavour and high quality of the product.

In addition to the grand prizes and special price



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mentioned above, the judges also gave three special awards:

**GlobeXplore** – Algae of France was presented the Seafood Excellence Global special award for Health & Nutrition for its Guacamole with Fresh Spirulina. This ready-to-eat guacamole is the first product made with fresh spirulina. The high levels of vitamin B12, iron, and protein naturally found in spirulina are preserved by treating the product using high pressure processing



(HPP). The spirulina also provides rich umami flavour and a beautiful natural green colour.

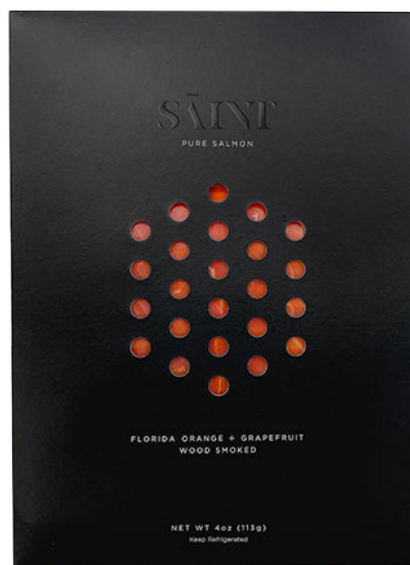
The Seafood Excellence Global special prize for Convenience was given to Golden Fresh Sdn Bhd of



Malaysia for its Prawn in Hor Mok Thai Coconut Sauce. The prawns and sauce are packed in individual portion

bags that can be quickly microwaved without thawing and served with zero waste. The product allows any foodservice operation to serve authentic Thai flavours with little labour.

St. James Smokehouse (Scotland) Ltd. of the United Kingdom was presented the Seafood Excellence Global special award for Retail Packaging for its product Saint Pure Salmon. Fresh Aquaculture Stewardship Council (ASC)-certified sushi grade Atlantic salmon is cured with sea salt and brown sugar and smoked over Florida orange and grapefruit wood giving it a light fruity smoke profile. For added convenience the product is sliced vertically sashimi style. The elegant



contemporary black package features a soft touch finish and attractive and informative infographics designed to attract a younger demographic.

The Seafood Excellence Award for Best Seafood Product Line was not presented this year due to a lack of entries in the category.

### Conclusion

Participation in the 27<sup>th</sup> edition of Seafood Expo Global 2019 was fruitful not only as an opportunity to meet global players of seafood but also gave sufficient exposure to the latest products and practices in the global seafood industry.

The co-participated exhibitors benefited by grasping the reputation and reverence of buyers from the participation under the roof of MPEDA. Exporters also benefited in terms of business generated as well as the opportunity they got in refreshing the existing relationships and finding new tie-ups.