



The Marine Products Export Development Authority
(Ministry of Commerce and Industry, Govt. of India)
Panampilly Nagar, Kochi – 682 036

REG-GC/2/2024-COORD

Date:23.07.2024

NOTICE

Registration of Seafood Buyer Agents

MPEDA registers seafood pre-processing centres, processing units, live/ chilled, dried fish handling centres, exporters, conveyances used for the transport of seafood, storage premises etc., as mandated under the MPEDA Act, 1972. With the changing international market requirements, there is a need for traceability in the entire seafood value chain.

In the current system of seafood export trade, buyer agents contribute positively to promoting the seafood trade by facilitating linkage that culminates in trade transactions. It is observed that during international trade fairs, agents participate and collect information regarding prospective importers. They also provide significant information to the buyers on the raw material availability and ensure the quality of the product before the export and act as platform between the exporters and importers. Registration of the agents and including them in the value chain will facilitate a structured way of promoting seafood exports from the country.

Hence, to strengthen the traceability in the value chain of marine products, MPEDA has initiated a **voluntary registration scheme** under the category of “**Marine Product Trade Promoters**” of the MPEDA Act & Rule, 1972.

The detailed guidelines on “**Marine Product Trade promoters**” can be accessed through the link provided below.

Link:

<https://docs.google.com/document/d/1xPuFbkd5VuApW3S4LYTqfC4biStEdpbl/edit?usp=sharing&oid=108307786586851094792&rtpof=true&sd=true>

Interested stakeholders/exporters can voluntarily provide the details in the format given in Annexure. The information provided will be confidential and used only for registration. Disclosure of only the name & address of the registered agents will be made available on the site for information.

Annexure

Sl.No.	Name of the person/agency	Address	Mobile Number	Email ID	The products dealt by the marine product trade promoter