

2nd SEAFOOD EXPO 2008

27 – 29 October, 2008
MADINAT JUMEIRAH
Dubai, UAE



Post Show Report

Part 1

General Information

Show Name: 2nd SEAFOOD EXPO 2008

Date: 27th to 29th October 2008

Venue: Madinat Jumeriah, Madinat Arena Conference Hall Dubai, U.A.E.

Next Show Date/Venue: October 12 – 14, 2008

Show Organizer: Orange Fairs & Events



Supporter: Consulate of Canada - DUBAI
Department of Fisheries Malaysia
Taiwan Frozen Seafood Industries Association
Department of Fisheries Thailand
Myanmar Fishery Products Processors & Exporters Association
Infofish
Infosamak

Part 2

Official Opening Ceremony

The official opening of the 2nd Seafood Expo 2008 took place in the first day of the event on October 27, 2008.

The exhibition was inaugurated by Ahmed M. Shaker, Project Promotion Expert and Head of Exhibitions, Arab Authority for Agricultural Investment and Development (AAID) in the presence of H.E. Sara Hradecky, Canadian Ambassador to the UAE and Raees Ahmed, Director, Orange Fairs & Events.



Speaking at the opening ceremony, Ahmed M. Shaker said:

'The seafood market holds enormous potential to become one of the largest and most important revenue generating industries that drives the economic prosperity of the UAE. As such, I believe that it is important for local companies to leverage events such as 'Sea Food Expo' as it brings together a wide spectrum of regional and global organizations operating within the seafood market, thereby allowing fruitful collaborations among these companies to ensue, and ultimately encourage the market to grow further. I am positive that 'Sea Food Expo 2008' will be a resounding success, and I would like to congratulate the organizers of this event for this outstanding initiative.'

Exhibition

Exhibition space:

1260 sqm

Exhibitors:

137 exhibitors from 30 countries

Countries:

The exhibition has attracted the participation of 137 exhibitors from 30 countries, including the USA, UK, Canada, France, Italy, Belgium, Brazil, Holland, Taiwan, Malaysia, Spain, India, China, Cyprus, Vietnam, Morocco, Norway, Northern Ireland, Iceland, UAE, Saudi Arabia, Pakistan, Thailand, Turkey, Yemen, Mauritius, Egypt, Myanmar, Bangladesh, and Sri Lanka.

The exhibition also assisted chefs, buyers, traders, importers and exporters in sourcing supplies of a wide selection of high quality seafood products, as well as to establish key networks within the regional seafood market.

In addition, 13 local companies have highlighted their advanced seafood processing techniques such as cold storage systems packaging equipment, during the show.

A major highlight of the exhibition was the endorsement and participation of international public ministries and industry bodies responsible for advancing their local fisheries and aquaculture sector, such as New Brunswick Department of Fisheries, Underwater Harvest Association, the Consulate of Canada in Dubai, the Malaysian Department of Fisheries, the Vietnam Seafood Exporters Association, the Taiwan Frozen Seafood Industry Association and Canadian Sablefish Association, the Marine Export Promotion and Development Authority (MEPDA) India, the Department of Fisheries Thailand and the Myanmar Fishery Products Processors and Exporters Association (MPEA).

The exhibition also featured seven pavilions hosted by Canada, Malaysia, Myanmar, Taiwan, Thailand and Vietnam which housed the countries' local companies, each with a specified area of focus.

Exhibition topics:

- Fresh and preserved fish
- Frozen seafood
- Dried seafood
- Processed and canned seafood
- Preserved and frozen oven-ready fish dishes for modern food service
- Seafood gourmet specialties
- Fish – based sauces and mixes
- Purification and storage systems for live shellfish and fish
- Mollusc purification systems
- Equipment for preparing fish in large kitchens
- Special knives
- Seafood washing machines
- Small equipment for cooking fish
- Furnishings and fittings for fishmongers
- Systems for fish refrigeration and freezing
- Cold stores
- Ice machines
- Refrigerated transport bodywork
- Seafood packaging
- Display counters for fishmongers
- Display counters for restaurants and shopping centers
- Refrigerated display counters
- Stainless steel furnishings & fittings
- Thematic decorations for seafood restaurants

Part 4

Exhibitors

Company Name	Country
DELICIOBVBA	BELGIUM
AQUACRUSTA MARINHA LTDA	BRAZIL
GOMES DA COSTA	BRAZIL
NUTRIMAR PESCADOS	BRAZIL
CANADIAN SABLEFISH ASSOCIATION	CANADA
CLEAR WATER SEAFOOD	CANADA
CONSULATE OF CANADA IN DUBAI	CANADA
NEW BRUNSWICK DEPARTMENT OF FISHERIES	CANADA
G.E.M. FISHERIES LIMITED	CANADA
GOURMET CHEF PACKERS LTD.	CANADA
LA TRADING CO. LTD.	CANADA
PRODUITS BELLE BAIE LTEE.	CANADA
BELLE BAY PRODUCTS LIMITED	CANADA
ST-PAUL FISHERIES (1989) LTD.	CANADA
TRICO MARKETING SERVICES INC.	CANADA
(I.E. TRICO SEAFOOD / TRICO SPECIALITIES)	CANADA
OCEAN CHOICE INTERNATIONAL LTD	CANADA
PRINCE EDWARD ISLAND BUSINESS DEVELOPMENT	CANADA
MARINER SEAFOOD INC.	CANADA
L&C FISHERIES INC.	CANADA
UNDER WATER HARVEST ASSOCIATION	CANADA
ALLIED PACIFIC	CHINA
EAST CHINA SEAS	CHINA
J S SEAFOOD	CHINA
YANTI MOON CO., LTD	CHINA
ZHOUSHAN XINHONGJI TRADE CO. LTD	CHINA
FOODPAX MIDDLE EAST	CYPRUS
SHAMS	EGYPT
BEST OF IRISH	FRANCE
G INGASON SEAFOOD	ICELAND
FORSTAR FROZEN FOODSPVT. LTD	INDIA
JAGDEESH MARINE EXPORTS	INDIA
MPEDA - MARINE EXPORT PROMOTION & DEVELOPMENT AUTHORITY	INDIA
SEVEN SEAS SEAFOOD (P) LTD	INDIA
CHIN CHANG SDN. BHD.	MALAYSIA
DEPARTMENT OF FISHERIES MALAYSIA	MALAYSIA

FIGO FOODS SDN. BHD.	MALAYSIA
INFOFISH	MALAYSIA
NEKMAT	MALAYSIA
PACIFIC WEST FOODS (M) SDN. BHD.	MALAYSIA
QL FOODS SDN. BHD.	MALAYSIA
SEA MASTER TRADING CO. SDN. BHD.	MALAYSIA
TRAPIA MALAYSIA SDN. BHD.	MALAYSIA
TERENGGANU AGROTECH DEVELOPMENT CORP. (TADC)	MALAYSIA
MER DES MASCAREINGNES	MAURITIUS
AMASCOP	MOROCCO
APROMER	MOROCCO
ATLAS SEAFOOD	MOROCCO
DERHEM SEAFOOD	MOROCCO
EXPRESS FISH	MOROCCO
FIPROMER	MOROCCO
GARDEN SEAS	MOROCCO
HAFSA SAMAK	MOROCCO
INFOSAMAK	MOROCCO
LAAYOUNE ELEVAGE	MOROCCO
LAAYOUNE PROTEINES	MOROCCO
LE PAPILLON DE MER	MOROCCO
LES FRIGORIFIQUES BOUZARKTOUN	MOROCCO
MIPROMER	MOROCCO
NATIONAL FEDERATION FENIP	MOROCCO
POLYVALENT	MOROCCO
SCANDIMAR	MOROCCO
SETEXAM	MOROCCO
UNAM	MOROCCO
MYANMAR FISHERY PRODUCT SPROCESSORS & EXPORTERS ASSOCIATION	MYANMAR
SHWE YAMONE CO.	MYANMAR
ASIA WINNER CO.,LTD	MYANMAR
YAMIN THAW CO.,LTD	MYANMAR
KYAW HTAY & ASSOCIATE	MYANMAR
GREAT INT'L CO.,LTD	MYANMAR
APEI CO.,LTD	MYANMAR
NINE LION CO.,LTD	MYANMAR
ORCHARD CO.,LTD	MYANMAR
YATI OO CO.	MYANMAR
THONE PWINT HSAING	MYANMAR
MIN ZAR NI CO.,LTD	MYANMAR

ARSHA THAR INTERNATIONAL CO LTD	MYANMAR
ROONEY FISH	NORTHERN IRELAND
AKVA GROUP ASA	NORWAY
KANPA INTERNATIONAL SALES	PAKISTAN
NATIONAL PRAWN COMPANY	SAUDI ARABIA
CALVO GROUP	SPAIN
COMEX ANDINA	SPAIN
GLOBAL SEAFOOD (PVT) LTD	SRI LANKA
TAIWAN FROZEN SEAFOOD INDUSTRIES ASSOCIATION	TAIWAN
JYY FISHERIES CORP.	TAIWAN
LAND YOUNG FOODS CO., LTD	TAIWAN
SHIN HO SING OCEAN ENTERPRISE CO., LTD.	TAIWAN
LUCKY HOLDER FROZEN FOOD CO., LTD.	TAIWAN
AMMON INTERNATIONAL INC.	TAIWAN
YIAN LING CORPORATION	TAIWAN
FOREVER FROZEN SEAFOODS, INC.	TAIWAN
QIN YE INTERNATIONAL CO., LTD.	TAIWAN
WESTERN MARINE CORP.	TAIWAN
DEPARTMENT OF FISHERIES - THAILAND	THAILAND
FOOD CYBER	THAILAND
LUCKY UNION FOODS CO. LTD	THAILAND
MMP INTERNATIONAL CO. LTD	THAILAND
PATKOL PUBLIC COMPANY	THAILAND
SURAKIJ FARM	THAILAND
THAI UNION FROZEN PRODUCTS	THAILAND
MAISON STEER / VAN AS FRESH FISH	THE NETHERLANDS
VERWIJS IMPORT & EXPORT BV	THE NETHERLANDS
PAKYUREK A.S	TURKEY
ABT CONSULTING	U.A.E
ATOZ FOODS	U.A.E
CLEARWATER SEAFOOD FZCO	U.A.E
CLINTON SEAFOOD	U.A.E
DEEP SEAFOOD L.L.C	U.A.E
DISON TECH L.L.C	U.A.E
EAST FISH L.L.C	U.A.E
GULF SEAFOOD L.L.C	U.A.E
MAGENTA FISH & SEAFOOD SUPPLY L.L.C	U.A.E
MOT ON TOKYO GENERAL TRADING LLC	U.A.E

ROYAL CULIMER FZE	U.A.E
SIXBROTHERSFOODSTUFF CO.	U.A.E
TECHNOCRATS	U.A.E
SEAFOOD INTERNATIONAL	U.K.
ORION SEAFOOD INTERNATIONAL	U.S.A.
VIETNAM ASSOCIATION OF SEAFOOD EXPORTERS AND PRODUCERS	VIETNAM
AGIFISH	VIETNAM
HIEP THANH SEAFOOD JOINT STOCK COMPANY (HT FOOD)	VIETNAM
IDI CORPORATION	VIETNAM
LE ANH COMPANY	VIETNAM
NHAT DUC CO., LTD	VIETNAM
PHUONGDONG SEAFOOD	VIETNAM
SAMEFICO (SAIGON - MEKONG)	VIETNAM
PANGA MEKONG CO., LTD	VIETNAM
CADOVIMEX II	VIETNAM
AFASCO	VIETNAM
NTACO	VIETNAM
THIMACO	VIETNAM
SOUTHVINA	VIETNAM
SEAFLOWER INC	VIETNAM
BLUE OCEAN IMPORT - EXPORT CO., LTD	VIETNAM
BURUM SEAFOOD	YEMEN
TAMIMI FISHERIES COMPANY	YEMEN

Exhibitor Statistics

1. Total Exhibitors:	137
U.A.E. Exhibitors	13
Foreign Exhibitors	124

Proportion of foreign exhibitors: 88 % from 29 countries

2. Space occupied

U.A.E. exhibitors	306 sqm
Foreign exhibitors	954 sqm
TOTAL	1,260 sqm

3. Number of group participation

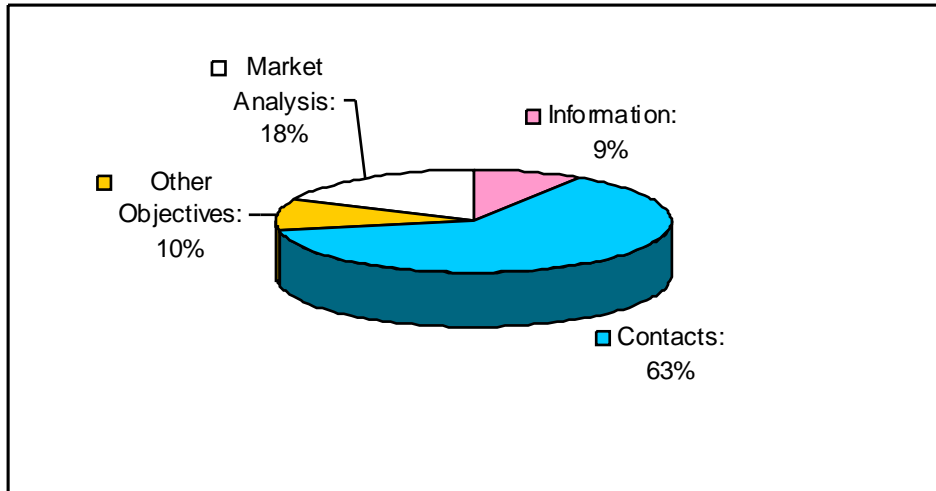
Canada
Malaysia
Taiwan
Thailand
Morocco
Myanmar
Vietnam

4. Breakdown by countries

Belgium	01	Myanmar	13
Brazil	03	Northern Ireland	01
Canada	17	Norway	01
China	05	Pakistan	01
Cyprus	01	Saudi Arabia	01
Egypt	01	Sri Lanka	01
France	01	Taiwan	10
Iceland	01	Thailand	07
India	04	The Netherlands	02
Malaysia	10	Turkey	01
Mauritius	01	U.A.E	13
Morocco	19	UK	01
Maldives	01	U.S.A	01
Vietnam	16	Yemen	02

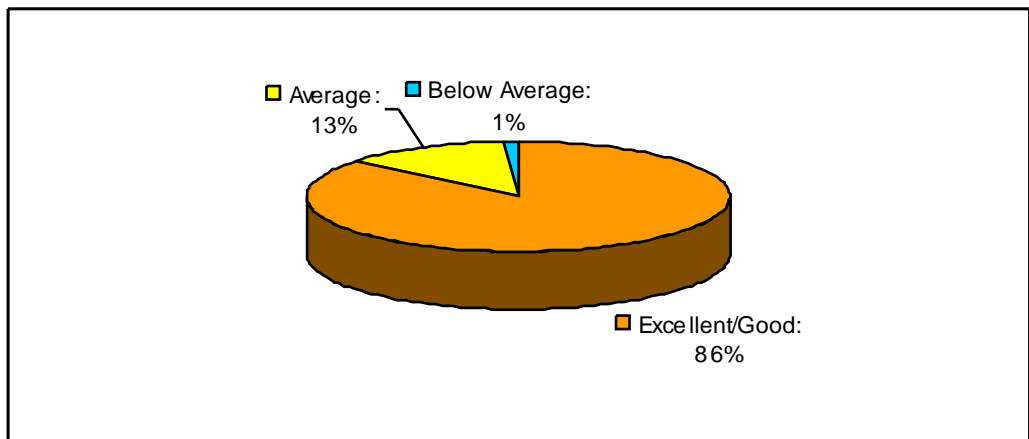
Exhibitors' Survey

1. Your main objective and result relating to SEAFOOD EXPO 2008

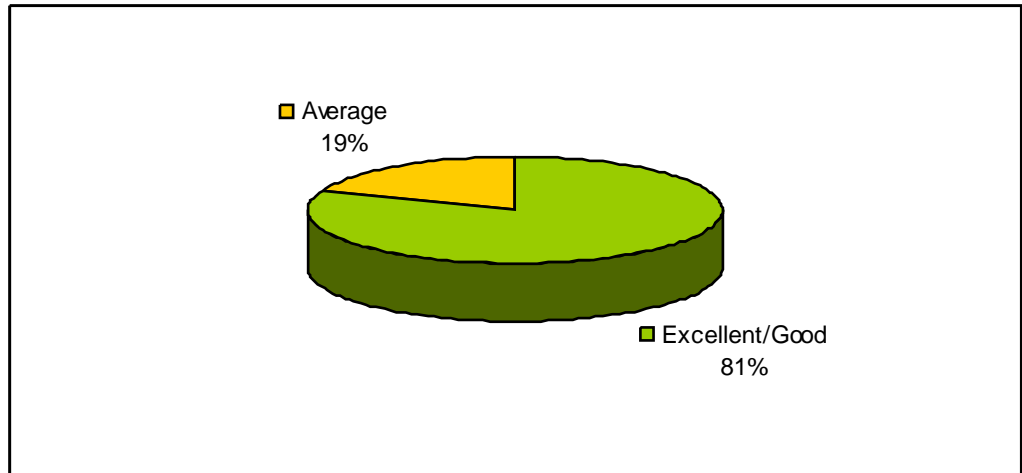


2. How do you rate the success of your participation related to the objectives:

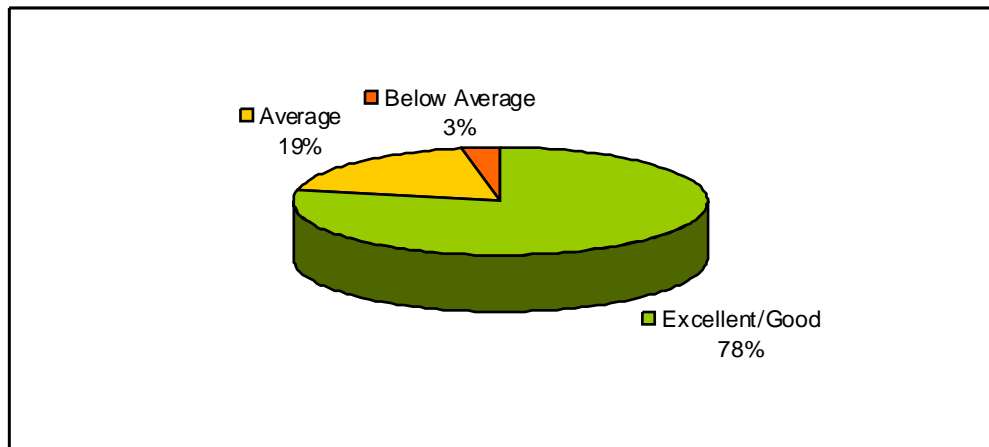
➤ To get to know the market



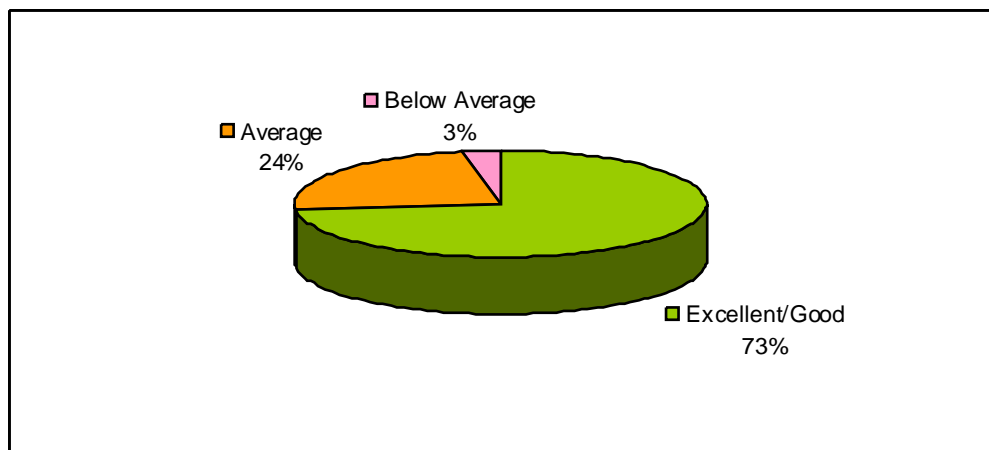
➤ To strengthen existing business contacts



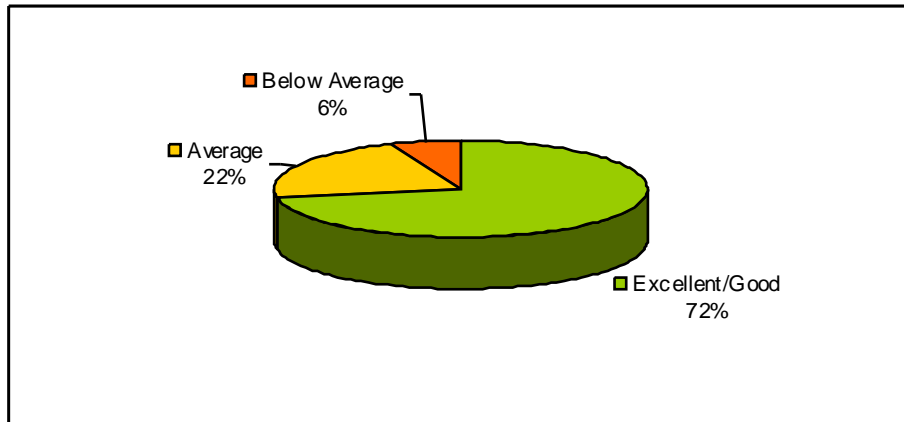
➤ To find new prospective clients



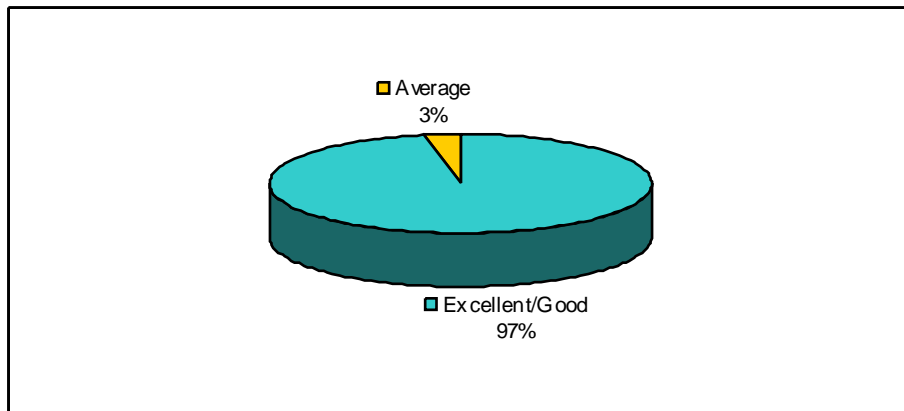
➤ To find agents/distributors/importers



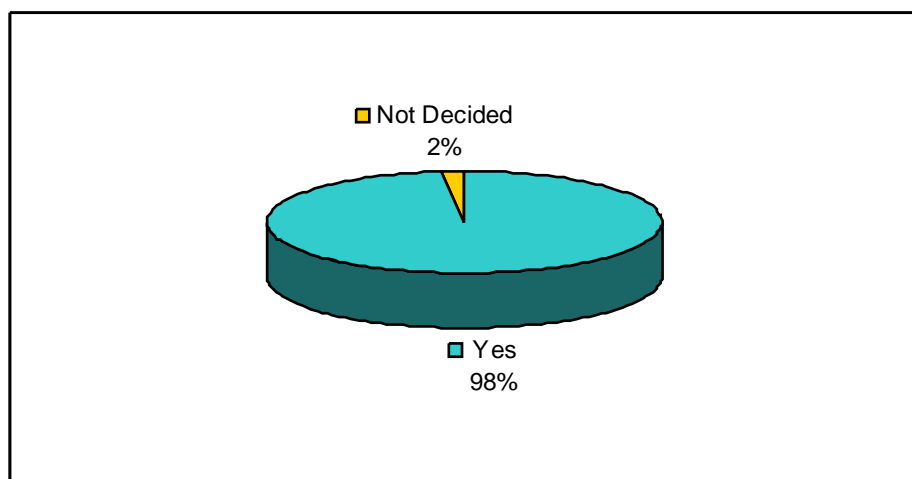
➤ Sales



➤ How do you rate your overall success?



➤ Are you planning to participate in SFE 2009 - DUBAI?



Exhibitor Quotes

"The entire Canadian delegation has had a wonderful and productive experience during the event, and we are very glad to have been a part of this one-of-a-kind exhibition in the Middle East," said Richard Seguin, Consul and Trade Commissioner, Consulate of Canada - Dubai. "We have taken from this event valuable new industry knowledge, which will plan to leverage as we strengthen our sea food trade and take a larger share of the regional seafood market. The exhibition proved to be a perfect venue for companies in the Canadian pavilion to launch and highlight various seafood products, and we are looking forward to doing this again next year."

*Richard Seguin,
Consul and Trade Commissioner, Consulate of Canada - Dubai*

"We have leveraged our outstanding position as a major Halal exporter to the Middle East in penetrating the booming regional seafood market, and through our extensive presence in 'Sea Food Expo 2008', this year we recorded close to USD 873,000 in sales prospects and we only have optimistic expectations for the growth of our export volumes to the region. As we work towards surpassing the sales targets we have set for this year, we have identified the advantages of staging a strong participation in this event, and we are glad to have been in contact with many potential customers and partners from across the continents," Rodiah BT. Idris, Director of Development and Technical Consultancy Services Division, Department of Fisheries – Malaysia.

*Rodiah BT. Idris,
Director of Development and Technical Consultancy Services Division, Department of Fisheries – Malaysia*

"DISF 2008 was a spectacular one of its kind exhibition in the Middle East. It really provided a much needed platform for the Seafood Industry, especially in this region and also for those associated with this region. It was beyond expectation, kudos to you, especially since this was first serious expo for the Seafood industry. Congratulations and hats off to you for organizing and conducting it smoothly. Keep up the good work. The workshops conducted by us on behalf of DISF, was well received & appreciated by trade visitors as it provided them the knowledge and insight into Aquaculture & Seafood industry. At our stand, trade visitors were seeking information on Aquaculture projects, sea food processing units and implementation of Quality management systems including marketing their products in this region. We thank you very much for your support and cooperation during the DISF 2008 Dubai. We look forward to support you in DISF 2009.

George Parackal, ABT Consulting

Visitor Statistics

1. Number of visitors

UAE visitors: 1288
Foreign visitors: 1012

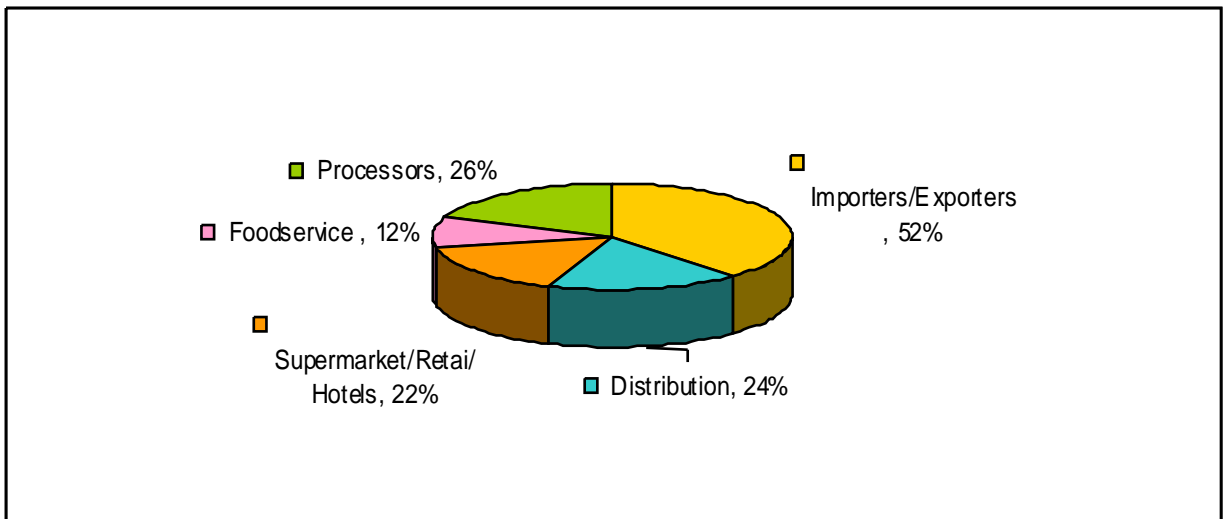
During the 3 days: 2300 Visitors attended the expo from 57 countries

79% of the visitors have purchasing authority

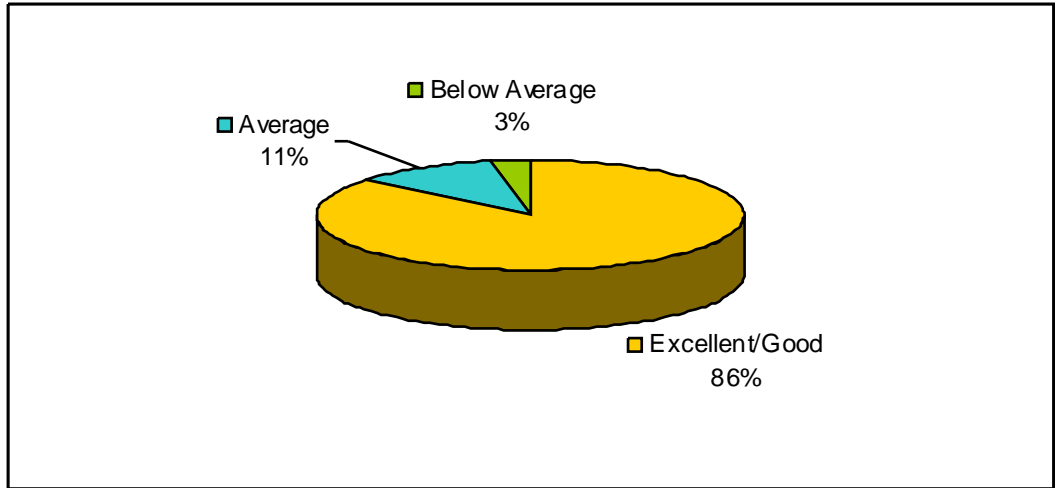
66% of visitors found new products

75% plan on buying products or services as a result of attending SFE 2008 - DUBAI

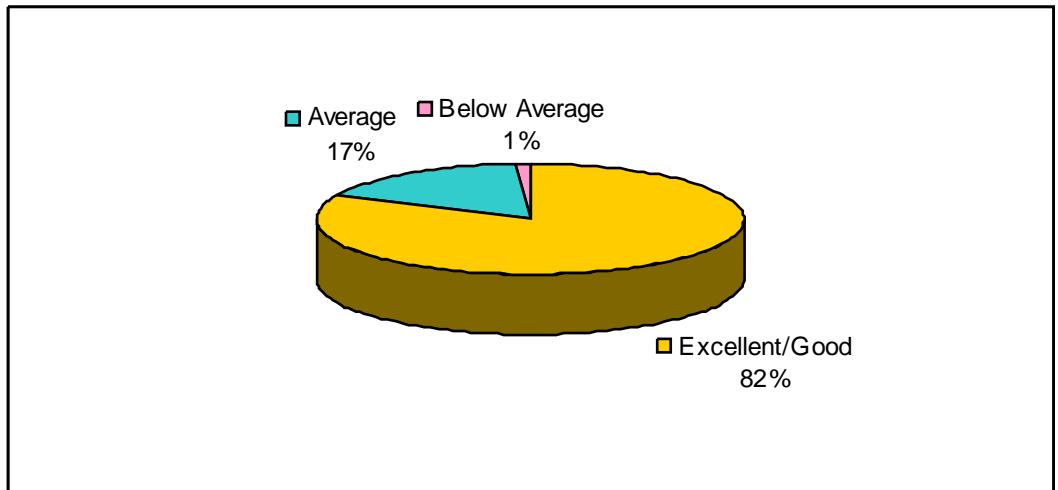
Top Buyers from all Major Purchasing Categories Attend SFE 2008 - DUBAI



➤ Visitor profile – How do you rate the visitors at SFE 2008 – DUBAI



➤ Quality of visitors



Part 9

Advertising Campaign

The exhibition was broadly covered by the specialized U.A.E. and international press and Internet portals.

Traditionally the exhibition was supported by specialized leading international press as Seafood International, Eurofish, Fish News, Infofish, Infosamak, International Organization and Seafood News, Arabian Retailer, Middle East Retail News, Middle East Caterer, Middle East Hotelier, Food & Beverage Online 21 Food, Marine Biz TV, X Vision TV, & Radio

The leading U.A.E. press and Internet portals specialized in fish, seafood and food industry were informing the industry about the exhibition during a year period of preparation for the event.

The media partners were publishing the articles, press releases and news of Seafood Expo 2008.

The organizers express their profound gratitude to the exhibition and conference partners: magazine "Infosamak & Infofish",

Information center "Seafood Business" and newspaper "Khalij Times",
Internet-partner Infofish and "World Seafood Directory",

Organizers of the show are thankful to all the partners for their professionalism and active participation in the information campaign and offer to continue the partnership preparing the project of the next year – Seafood Expo 2009.

For details on taking part in Seafood Expo 2009 please see the contact details below:

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