

Seafood Expo Asia is a Fish Trade Epicenter

Diversified Communications

HONG KONG (PRNewswire) — Following a record setting year in 2013, Seafood Expo Asia is pleased to announce that it is attracting strong exhibitor interest for its fifth edition scheduled to take place at the Hong Kong Convention and Exhibition Centre on September 2-4, 2014.

With three months still to go before the event, the show's organizer Diversified Communications reports that exhibitor bookings for this year are significantly ahead compared to the corresponding period in 2013. To date, 84 exhibitors from 23 countries, an increase of 17 companies over the same period last year, have confirmed their participation in the show.

Suppliers of seafood products, services and processing equipment have already reserved more than 1,400 square meters of exhibition space for Seafood Asia Expo. Welcoming both returning exhibitors and new participants, particular highlights for this year include a host of national and regional pavilions representing all parts of the world from Canada to Australia.

"We are delighted to say that we are ahead of last year's pace in signing up new exhibitors," expresses Ms. Terri Tsang, Show Director of Seafood Expo Asia. "Asia is definitely a driving force in the world trade of fish and seafood and for 2014 we are seeing exhibitors come from as far away as South America and the United States confirming the optimism shared for this region."

Ms. Tsang's remarks are illustrated by a recent World Bank report which estimates that by 2030, 62 percent of the seafood we eat will be farm-raised to meet growing demand from regions such as Asia, where approximately 70% of fish will be consumed. By 2030, Asian countries will also account for 70 percent of global fish production.

"China's influence will continue to remain high," says Ms. Mary Larkin, Group Vice President of Seafood Exposition for Diversified Communications. "Today, China is the world's largest producer, consumer, importer and exporter of seafood and fishery products handling more than 35 percent of global production. As the mainland expands its consumption, especially for premium varieties of fish and seafood, demand for high quality product is expected to grow."

The significant presence of local, regional and international fish and aquaculture companies participating and exhibiting each year at Seafood Expo Asia reinforces Hong Kong's position as the epicenter of Asia's booming seafood market and a strategic gateway for trade in the region.

According to the USDA Foreign Agricultural Service, exhibitors from the United States not only showcased 22 new products during last year's exhibition in Hong

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Kong, but reported positive results from their participation, recording projected sales of approximately US \$3 million.

"This is a great testament to the fact that Hong Kong remains a crucial destination for doing business in the seafood industry and that it is extremely beneficial for buyers and sellers to meet face-to-face," says Ms. Tsang whilst noting that in 2013, 83% of visitors intend to purchase as a direct result of attending.

Focused on attracting top quality buyers, Seafood Expo Asia has the reputation of generating genuine business leads. Mr. Dylan Skinns, Marketing Manager of Austral Fisheries comments, "Each year our company catches over 100 million tonnes of wild caught endeavor shrimp of which 90% is sold during Seafood Expo Asia and exported to Hong Kong."

For 2014, the list of exhibitors set to participate include Asociacion Gremial Abaloneros de Chiloe (CAMB), Zhangzidao Group, Evergreen, Speciales Donegal Bay Ltd, Rockabill Shellfish Ltd, American Indian Foods, Cozy Harbor Seafood, Pacific Urchin Harvesters Association, Schooner Co., Ltd. Japan, Lee Fish, I.D.I Corporation, and Ferguson Australia.

SeafoodSource.com is the official media for this year's Seafood Expo Asia. As global leader in seafood industry news and information, SeafoodSource.com will extensively cover the event before, during and after the show.

Seafood Expo Asia is co-located with Restaurant & Bar Hong Kong, Asia-Pacific's leading fine dining and bar exhibition. Restaurant & Bar Hong Kong features more than 200 exhibitors offering food and beverage products.

For qualified seafood professionals, Seafood Expo Asia is free to attend by visiting <http://www.seafoodexpo.com/asia/reg> [1]. Alternatively, please visit <http://www.seafoodexpo.com/asia> [2] for details.

About Seafood Expo Asia

Formerly called the Asian Seafood Exposition, Seafood Expo Asia is a trade event where buyers and suppliers of seafood from around the world come together to network and conduct business in the lucrative Hong Kong and Asia Pacific markets. The event's fifth edition is scheduled to take place from September 2-4, 2014 at the Hong Kong Convention & Exhibition Centre in Wanchai, Hong Kong.

SeafoodSource.com is the exposition's official media. The exposition is produced by Diversified Communications and is co-located with Restaurant & Bar Hong Kong.

<http://www.seafoodexpo.com/asia> [3]

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