

Canada, International trade shows bear fruit for seafood exporters

Seafood trade delegations supported by the Government of Newfoundland and Labrador are helping local processors expand into new markets. As an example, participation in trade shows has helped increase provincial seafood sales to markets in Southeast Asia by more than 250 per cent - from CAD 19 million (USD 16.1 million) in 2006 to CAD 67 million (USD 56.8 million) in 2013.

"The Provincial Government has made it a priority to help new and established seafood producers expand their customer base overseas, as this creates new economic activity, supports jobs, and promotes prosperity in rural communities throughout Newfoundland and Labrador. We target trade shows that connect provincial producers with the maximum number of seafood buyers in key markets - an approach that has helped grow provincial seafood exports to more than CAD 823 million (USD 698.2 million) in 2013," said Minister of Fisheries and Aquaculture, Vaughn Granter.

Approximately CAD 6.5 million (USD 5.5 million) has been invested by the Provincial Government since 2006 to support seafood industry marketing initiatives that include participation in international trade shows. Over the past year, the [Department of Fisheries and Aquaculture](#) organized trade delegations to four global shows: [Seafood Expo North America](#) in Boston, [Seafood Expo Global](#) in Brussels, [Seafood Expo Asia in Hong Kong](#), and the [China Fisheries and Seafood Expo](#) in Qingdao. Assistance provided to producers at trade shows has included organizing booth space to help delegates showcase their products and hold meetings, as well as assisting with costs.

In addition to growing sales in previously unexplored markets, the trade delegations also help expand sales of provincial seafood in countries where provincial producers have already established customers. Markets in China have been a particular focus for provincial producers in recent years, with seafood exports to China growing in value from CAD 153 million (USD 129.8 million) in 2006, to approximately CAD 172 million (USD 145.9 million) in 2013 - an increase of more than 12 per cent.

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