

‘Seafood Expo Global’ moves from Brussels to Barcelona

Diversified Communications, the organizer of Seafood Expo Global (and Seafood Processing Global), has announced it is moving the show to Barcelona, Spain, starting with the 2021 edition.

After 28 years at the Brussels expo in Belgium, the event will host its 29th edition on April 27-29, 2021 at Fira de Barcelona, Gran Via venue, in Barcelona.

"The decision is the result of extensive market research based on exhibitor and attendee feedback over the years and an evaluation of major destinations throughout Europe," said Diversified.

"Barcelona's robust hotel offering will provide attendees and exhibitors considerable value for their investment and a larger, modern venue that will present long-term growth opportunities."

Mary Larkin, president of Diversified Communications USA, said: "The Brussels expo and the city of Brussels were great partners to launch and grow this event, and we appreciate the services and support they provided over the years. Moving the event to a larger city and venue, with opportunity for long term growth, is a necessary evolution." The company hopes the move will enhance the visitor experience, and the business being done between buyers and sellers.

"Barcelona is an international destination and major seafood hub in Europe, which makes it the perfect location to hold a global event like Seafood Expo Global," said Liz Plizga, group vice president at Diversified.

Seafood Expo Global/Seafood Processing Global continues to break records in terms of total attendance and exhibit space. The last edition





hosted more than 29,000 seafood buyers and suppliers from around the globe with over 2,000 exhibiting companies, making it the largest and most successful event in the expo's history, the organizer said.

Fira de Barcelona's Gran Via venue is one of the largest in Europe, with over 200,000 square meters of floor space, and eight exhibit halls. Diversified hopes the expo will continue to grow in the larger space.

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