

19th IISS 2014 Organised at Chennai

The stakeholders of seafood industry across the world flocked at Chennai that hosted the India International Seafood Show 2014 (IISS-2014) from 10-12, January 2014. The 19th edition of IISS projected the sustained development of Indian seafood industry by adopting the theme of 'Guilt free seafood from India' highlighting the tradition followed by Indian fishermen and aqua farmers to do their activities in a sustainable way and in harmony with the nature. The event has brought together the Indian seafood exporting fraternity and the overseas buyers under a single umbrella enabling them to interact and finalize their future business dealings. The exhibition that ran alongside the event offered machinery manufacturers and service providers from overseas and various parts of India to showcase their products and services before the seafood processors for consideration.

The three-day biennial event organized in the sprawling Chennai Trade Center complex was attended by



Mr. Anand Sharma, Hon'ble Minister of Commerce & Industry, Govt. of India being received by Ms. Leena Nair IAS, Chairman, MPEDA

various stake holders from India and abroad, and turned out to be an all time success in terms of organization and participation. The exhibition area was spread over 6,160 sq. m. in the Halls 2 & 3 of the Chennai Trade Centre. As against 150 exhibitors, 210 stalls and 1108 delegates, during the 18th edition in 2012, the current edition had 235 exhibitors, 355 stalls and 2490 delegates, surpassing all previous records. This mega event, besides

expressive in seafood production and processing potential of our country, has also given ample opportunities to the Indian seafood producers and exporters to update themselves on the latest technologies available in seafood processing and interact with the importers of seafood from overseas countries. The entry for public visitors had to be restricted this time in view of the outnumbered presence of delegates & visitors of both national



Ms. Leena Nair IAS, Chairman, MPEDA welcomes Thiru KA Jayapal, Minister of Fisheries Govt. of Tamilnadu



Mr. Avertano Furtado, Minister for Labour & Employment, Fisheries, Rural Development, Govt. of Goa being greeted by Ms. Leena Nair IAS, Chairman, MPEDA on arrival

and international stature. The show has attracted a large number of Indian seafood processors/exporters and seafood buyers from abroad. Entrepreneurs from overseas countries like US, China, Japan, Germany, Denmark, Norway, Sweden, Argentina, Vietnam and other South East Asian nations participated in the event by exhibiting their products and services. About 30% of the exhibition space was occupied by foreign companies as against 13 % in 2012.

International business visitors from more than 30 countries attended the show through online registration. The business session arranged in conjunction with the event gave an opportunity for processors and exporters of India to interact with buyers to fix the future business contracts. Around 500 business delegates from overseas countries attended the business sessions.

The show also had technical sessions on specialized topics by national and international experts from seafood trade and fishery institutions



Mr. Anand Sharma, Hon'ble Minister of Commerce & Industry, Govt. of India inaugurates IISS-2014. Ms. Leena Nair IAS, Chairman, MPEDA, Mr Asit K Tripathy, Jt. Secretary, MOCI, Thiru K A Jayapal, Minister of fisheries, Govt. of Tamilnadu and Mr. Avertano Furtado, Minister for Labour & Employment, Fisheries, Rural Development, Govt. of Goa are also present.

of world repute. The technical sessions were spread on the first two days in 4 sessions. A report on the technical sessions is given separately.

Inauguration of IISS 2014

The 19th India International Seafood Show was inaugurated by Mr. Anand Sharma, Hon'ble Minister of Commerce & Industry, Government of India on 10th January 2014 in a glittering function at the Convention Centre of CTC Complex, which was

presided over by Ms. Leena Nair IAS, Chairman, MPEDA. The inaugural ceremony commenced with *Tamil Thai Vazhthu*, the official song of Tamil Nadu state, followed by the welcome address by Chairman, MPEDA.

Chairman, MPEDA while welcoming the august audience emphasized that the IISS has emerged as a premium seafood expo which gives the seafood export fraternity a great opportunity to meet, exchange ideas



A view of exhibition

and learn about technological advances in the world. The show as well as the seafood industry is growing by leaps and bounds. While constant steps are being made to make the show a bigger event, it is true that the growth has been possible because the international buyers also recognized India as an important seafood trading country and the show as an important event.

Narrating the export scenario, Chairman said that over the last three years the industry has achieved an year on year growth of 20-22% in spite of extremely adverse conditions in the western economies. During the year 2012-13, the seafood export from the country registered an all-time high figure in terms of value as well as volume, exporting over 9,28,000 tons of seafood worth US \$ 3.51 billion. She also added that the export earnings during the current fiscal have crossed US \$ 3 billion mark by the end November, raising hopes of crossing US\$ 4 billion in the current year. The address also detailed the tremendous growth in shrimp exports, and current market scenario. Chairman also cited the theme of IISS 2014, "Guilt free seafood from India", signifying that the Indian seafood is produced in a truly sustainable manner, be it from the sea or culture sources.

Mr. A J Tharakan, National



Mr. Anand Sharma, Hon'ble Minister of Commerce & Industry, Govt. of India inaugurates the exhibition. (R-L) Ms. Leena Nair IAS, Chairman, MPEDA, Mr. Asit K Tripathy, Jt. Secretary, MOCI, Mr. P Mohanasundaram, Director, Mr. N Ramesh, Director (M), MPEDA, Mr. Avertano Furtado, Minister for Labour & Employment, Fisheries, Rural Development, Govt. of Goa and Mr. A J Tharakan, President SEAI

President, Seafood Exporters Association of India (SEAI) in his key note address stated that the good export performance by the seafood sector has been entirely due to the record aquaculture production of Vannamei shrimp in Andhra Pradesh. Mr. Tharakan urged the Union Ministry of Agriculture to ensure that adequate import of Specific Pathogen-Free (SPF) Vannamei broodstock may be permitted for approved hatcheries so that the aquaculture farmers get them in reasonable quantity and price. Mr. Tharakan has also placed a request

to expand the role played by MPEDA in aquaculture sector.

Thiru K A Jaypal, Minister of Fisheries, Government of Tamil Nadu in his felicitation address said that Tamil Nadu has exported Rs.3,332 crore worth seafood last fiscal with 247 exporters and 42 processing units. The state has also spent Rs.245 crore in the last two years to support fishermen into deep-sea fishing, especially tuna fishing, he said.

Shri Avertano Furtado, Fisheries Minister of Goa said more investments are now being directed in Goa towards seafood processing facilities and aquaculture. He said that Goa with only 14 seafood processing units, achieved a five per cent increase in value-added seafood exports during 2012-13, and is bound to increase with more investments. Mr. Asit K Tripathi, Joint Secretary, Ministry of Commerce & Industry, and Mr. Elias Sait, Secretary General, SEAI were also present on the occasion.

Later, Hon'ble Minister of Commerce & Industry released a Coffee Table Book enumerating the



Mrs. Madhavi Nair, daughter of Late Mr. T P K Nayar, former Chairman, MPEDA receives the first copy of Coffee Table Book on MPEDA from Mr. Anand Sharma, Hon'ble Minister



Welcome address by Ms. Leena Nair IAS, Chairman, MPEDA

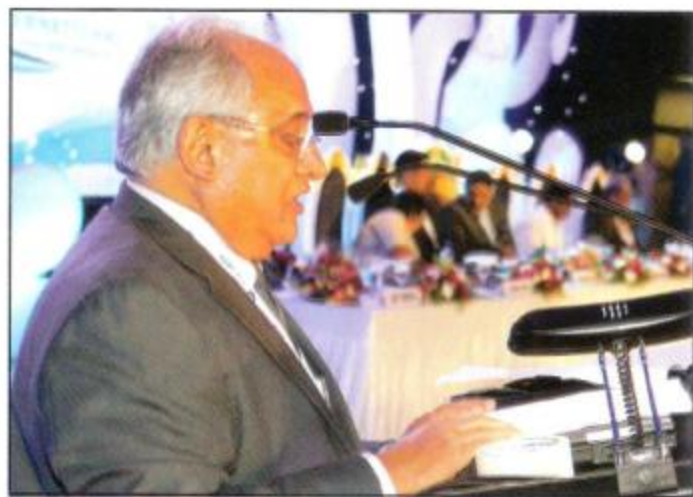


Inaugural address by Mr. Anand Sharma, Hon'ble Minister of Commerce

history and mile stones of MPEDA with illustrations on the occasion commemorating MPEDA's 40 years

of existence. The book was received by Mrs. Madhavi Nair, daughter of Mr. T P K Nayar, who was the first

made outstanding export performance during the years 2011-12 & 2012-13 at the inaugural function.



Keynote address by Mr. A J Tharakan, President, SEAI

full-time Chairman of MPEDA. A Souvenir and Fair Catalogue was also brought out during the inaugural ceremony to commemorate the event. The Hon'ble Minister also presented export awards to those who have

Hon'ble Minister of Commerce & Industry, in his inaugural address called upon the financial institutions of the country to help the fisheries sector in buying bigger vessels and to promote aquaculture so that the country can take advantage of its 8,000 km coast line and 2 million sq. km. EEZ. The Minister praised the cluster farming initiatives by the MPEDA in the four southern states that have led to an "exponential growth in



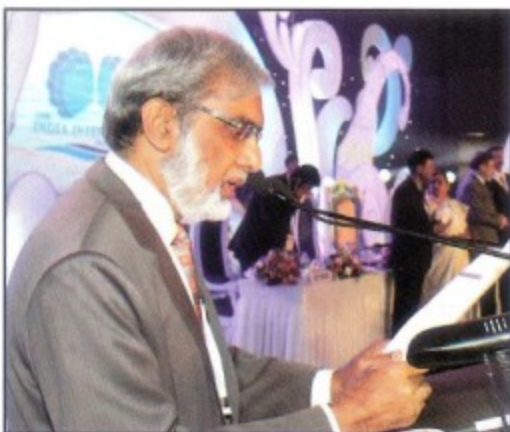
A view of the audience at the inaugural ceremony



Thiru K A Jayapal, Minister of Fisheries, Govt. of Tamilnadu felicitates the IISS-2014



Felicitation address by Mr. Avatano Furtado, Minister for Labour & Employment, Fisheries, Rural Development, Govt. of Goa



Mr. Elias Sait, Secretary General, SEAI proposes vote of thanks

production and exports". He further said that the exports of value-added products

in India's seafood exports basket are only 17 % and it could increase in the wake of higher financing by the financial institutions to the seafood processing industry. Minister expressed optimism that the seafood exports will touch the \$ 5 billion mark in 2014-15, adding that the target of \$ 10 billion by 2020 is also achievable. He has also mentioned the contribution of quarantine systems and the network of testing laboratories set up by MPEDA to boost the shrimp aquaculture production for export.

The Hon'ble Minister also inaugurated the exhibition by cutting the ribbon and paid a visit to the stalls.

Field Visit

The delegates of IISS 2014 were taken to the training facility related to refrigeration engineering of M/s Danfoss Industries Pvt. Ltd., Perungudi, Chennai on the forenoon of the final day of the Show, i.e., 12th January 2014.

IISS-2016

The 20th edition of India International Seafood Show will be held at Chennai Trade Centre from 22nd to 24th January 2016.



Another view of the audience