



INDIA INTERNATIONAL SEAFOOD SHOW 2020



Mr. Arif Mohammad Khan, Hon'ble Governor of Kerala inaugurates the India International Seafood Show 2020 by lighting the ceremonial lamp

The 22nd edition of the India International Seafood Show (IISS 2020) was held at Kochi, the commercial nerve centre of Kerala, from February 7 to 9, 2020 with 'Blue evolution: Beyond Production to Value Addition' as the focal theme. The objective was to bring into focus the latest technological interventions and advancements in aquaculture sector and highlight the country's commitment towards sustainability in the entire value chain of seafood products such as primary production, processing and transportation.

The biennial event was organised by the Marine Products Export Development Authority (MPEDA), the nodal agency of Union Ministry of Commerce & Industry, and the Seafood Export Association of India (SEAI). The three-day event, which was attended by more than 1,500 delegates, 50 of them from 12 foreign countries, witnessed deliberations on a host of current issues and challenges confronting the global marine products industry. Billed as one of Asia's largest

seafood fairs, the IISS 2020 was held in Kochi after a gap of 12 years. It saw over 300 stalls, spread over 7,000 sq m, displaying a wide range of products based on automated and IT-aided pre-processing, processing and storage technologies for value addition.

Hon'ble Governor of Kerala Mr. Arif Mohammad Khan, while inaugurating the IISS 2020 at Lulu Bolgatty International Convention Centre, Hotel Grand Hyatt on February 7, called for making vigorous efforts to attract foreign direct investment (FDI) into the sector for increasing employment opportunities and boosting seafood production. He also unveiled a three-pronged strategy to boost seafood exports based on increased production, diversification and value addition.

The Governor expressed confidence that such a strategy would enable India to increase its share in global seafood trade from the present 4.1 per cent to 6.7 per cent by 2030. "Oceans and fisheries had always fascinated the imagination of Indians as the first incarnation of Lord Vishnu was in the form of a fish," he explained.

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Highlighting the importance of seafood, he said 40 per cent of the global population lives within 200 km from seacoasts and 12 of the 15 mega cities are on the coasts. In India alone, about 40.5 million people are involved in the fisheries sector, which also contributes one per cent to the GDP, he noted.

MPEDA Chairman Mr. K.S. Srinivas, in his welcome address, dwelt upon a three-pronged strategy to promote the sector — increase productivity, expand area under cultivation and diversify species. An increase of productivity from the present five metric tons per hectare to 10 metric tons is desired. A vision document in this regard has been submitted to the government in this connection, he pointed out.

“Improvement in infrastructure, focus on value addition, brand promotion and increase in the number of trade promotion offices would go a long way in achieving the trade target,” he said.

Ms. Leena Nair and Mr. G. Mohan Kumar, who preceded Mr. Srinivas as the head of MPEDA, Kerala

State Industrial Development Corporation (KSIDC) Chairman Dr. Christy Fernandez and SEAI National President Mr. Jagdish V Fofandi and Mr. Alex K Ninan, President, SEAI Kerala region were among those who attended the addressed inaugural session.

In his presidential address, Mr. Fernandez said the traditional markets were going down, giving way to new markets due to change in the consumers’ preferences. Innovation, investment and integration would be the way out to overcome the hurdles, he pointed out.

Mr. Fofandi said the sector was hit this year by natural calamities, particularly the primary producers in aquaculture. Ms. Nair observed that the sector was on a roll since 2008-09 when it achieved the export target of two billion US dollars, but now the figure stood at 6.8 billion dollars. Mr. Kumar pointed out that India accounted for only five per cent in the global seafood trade, but had the potential to dominate the export scene, overcoming tariff and non-tariff barriers and moving forward from shrimp-centric focus through diversification, including black tiger revolution.



Inauguration of the exhibition hall



*Welcome address by Mr. K. S. Srinivas IAS,
Chairman, MPEDA*



Dignitaries on the dais



Releasing of IISS 2020 Souvenir

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Mr. Arif Mohammad Khan, Hon'ble Governor of Kerala delivers the inaugural address



Dr. Christy Fernandez, Chairman, Kerala State Industrial Development Corporation (KSIDC) felicitates the IISS 2020



Mr. Jagdish V. Fofandi, National President, SEAI felicitates the IISS 2020



Mr. G. Mohan Kumar IAS (Retd), former MPEDA Chairman felicitates the IISS 2020



Ms. Leena Nair IAS (Retd), former MPEDA Chairman felicitates the IISS 2020



Mr. Alex Ninan, President, SEAI (Kerala Region) felicitates the IISS 2020

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Audience in the inaugural session of IISS 2020



Mr. Som Parkash, Union Minister of State for Commerce and Industry addressing the audience



Mrs. Mercykutty Amma, Kerala Fisheries Minister felicitates the IISS 2020



Mr. Hibi Eden, Member of Parliament felicitates the IISS 2020



Mr. T. K. A. Nair IAS (Retd), former MPEDA Chairman felicitates the IISS 2020

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Mr. Som Parkash, Union Minister of State for Commerce and Industry inaugurates the MPEDA Export Award function

Union Minister of State for Commerce and Industry Mr. Som Parkash, who addressed the summit on the second day (Feb 8), assured that the Central government would help the seafood sector in all possible ways to make India the number one exporter by “working together with a new vigour with all the stakeholders, including the state governments and the MPEDA.”

Mr. Parkash said there was an urgent need to make India the prime producer of seafood, going up from the fourth position it was occupying now. Acknowledging that the sector was facing a plethora of problems in achieving the production and export targets without compromising on quality, he said the government was willing to address each one of them as this would contribute to the country’s overall economic development and

also improve employment opportunities. At present, the sector provides employment to about 14.5 million people.

“Whatever problems you have, the government is ready to address them,” he assured the delegates and asked MPEDA to prepare and submit a memorandum, listing the sector’s requirements.

Those who addressed the gathering on the second day included Kerala Fisheries Minister Mrs. J Mercykutty Amma; Mr. Hibi Eden, Member of Parliament; SEAI National President Mr. Jagdish V Fofandi; and former MPEDA Chairmen Mr. Jose Cyriac and Mr. T.K.A. Nair.

Mrs. Mercykutty Amma sought liberal financial assistance from the Centre for upgradation of the

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fishing industry in Kerala, including for replacement of the kerosene engine with environment- friendly engines and for expansion of inland aquaculture. Mr. Eden said the new Department of Fisheries should work in tandem with the Union Commerce Ministry to help the sector overcome its unprecedented challenges.

Mr. Fofandi urged the Centre to send delegations, if necessary, to all those countries where the sector was facing export issues. He appealed to Hon'ble Prime Minister Mr. Narendra Modi to take up the issue with the European Union for the benefit of seafood exporters. The government should also ensure that the Chinese market remained open to India, particularly in view of the fact that the neighbouring country had become a net importer. He also made a plea for a relook at policy matters relating to primary producers and exports as the sector was working in a highly competitive environment. "There is need for placing the sector in the green zone, taking it from the brown zone, and upgrading the testing regime besides removal of regulations that result in the overlap of work by government agencies," he noted.

Mr. Cyriac commended the stakeholders for their role in achieving exponential growth of the sector. Shri Nair pointed out that Andhra Pradesh and a few other states had taken a march over Kerala in shrimp aquaculture and advised the producers to be extremely cautious on environmental issues.

IISS 2020 concluded with the MPEDA Chairman terming it as 'a milestone event' and 'a big success'. "Our seafood sector can improve with joint efforts of a handful of key ministries: Commerce, Fisheries, Environment and Health. This key point found highlight at IISS-2020, much to our pleasure," Mr. K. S. Srinivas said.

On the occasion, he also recalled that MPEDA had proposed to the Centre to renovate select 25 fishing harbours across the country. The plan is to start the Rs 2,500-crore project with upgradation and modernisation of the ones at Thoppumpady in Kochi and Nizampattanam in Andhra Pradesh. "We are readying a DPR (detailed project report) with Ernst and Young as the consultants. The document will be submitted next month. Once approved, we will form an SPV (special purpose vehicle) to implement the project."



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MPEDA's Microbiology lab inaugurated

A prominent feature of the event was inauguration of the MPEDA's first state-of-the-art microbiology laboratory at Kochi, which will give a fillip to India's efforts to achieve the ambitious goal of taking the country's seafood exports to the next level by facilitating easy certification of marine products.

Union Minister of State for the Ministry of Food Processing Industries Mr. Rameswar Teli unveiled the laboratory and said it would help the seafood sector to overcome the stiff competition in the global export market, particularly on the quality front.

The laboratory can test all sorts of seafood at various stages, including during production and prior to export, to avoid the presence of any bacteria in seafood. It will

ensure that the exporters are not faced with rejection of their products by any country on the grounds of sub-standard quality. The need for such a laboratory has become imperative because the USA, the European Union and other major seafood importers are tightening their quality norms to safeguard the health of their population.

MPEDA Secretary Mr. B. Sreekumar said the authority took just one year to set up the new lab from the conception stage. This microbiology laboratory would be in addition to the already existing Quality Control labs in Kochi (Kerala), Bhimavaram and Nellore (Andhra Pradesh) and Bhubaneswar (Odisha).



*Inauguration of the Microbiology Lab at Kochi by
Mr. Rameswar Teli, Hon'ble Union Minister of State for the Ministry of Food Processing Industries*

Launch of 'Shaphari' - Aquaculture Certification System

IISS-2020 saw the launch of MPEDA's 'Shaphari', the 'Antibiotic-free Certification' system for aquaculture, which guarantees quality shrimp Post-Larvae (PL) and authenticates their quality in the highly competitive international market. It is an end-to-end solution that enables MPEDA to audit the Post Larvae's shrimps offered by hatcheries across the country.

The Shaphari certification system, developed in association with digital identification solution provider Syntizen Technologies, will be of immense help in the context of top world bodies having identified a rapid evolution of drug-resistant bacteria called superbugs. As the WHO and the UN have identified the emergence of antibiotic-resistant bacteria strains as a high-priority public health concern, farmers in India will buy antibiotic-free Post Larvae from hatcheries certified by

a governing body.

The entire certification process will be online in tune with the e-governance programme of the Central Government. There are various offshore certifications systems like MSC and BAP, but these are unaffordable to the small and marginal Indian farmers. The new initiative is intended to make the certification scheme affordable to all such aqua farmers in the country. It will enable aqua farmers to freely validate online that the Post Larvae offered by hatcheries across the country are antibiotic-free. It can significantly boost exports from the country as exporters will use the certification as a credible proof of document while trading globally. It involves a real-time, four-phase audit recording. The scheme is in conformity with the FAO guidelines on certification of aquaculture.

Stalls at IISS 2020

An attention-grabbing feature of the event was a range of products and technologies for value addition that were unveiled at the 330-odd stalls. These stalls showcased products based on automated and IT-aided pre-processing, processing and storage technologies. In addition, they provided an opening for service providers such as logistics and certifying/testing segments.

Particularly interesting were handy jars filled with Vannamei shrimp-feed for use at various stages of growth of the aquatic species. These feeds, developed by Andhra Pradesh's Devi Seafoods Ltd, are fortified with vitamins and minerals and scientifically formulated to meet the complete nutritional requirement of the shrimp. The product with "balanced amino acid profile" caters to shrimps at their five stages of growth before harvest in a lifespan of three months.

Seafood India, an MPEDA initiative, put up its stall that was a one-stop shop retailing export-quality seafood products from across the country. The facility sold ready-to-cook and ready-to-eat value-added products, developed by prominent fisheries research institutions such as CMFRI, CIFT and NIFPHATT.

Chennai Mettex Lab displayed equipments that are used for testing of feeds, agri products and water. The company tests fishery products and does microbiological testing, final production inspection and

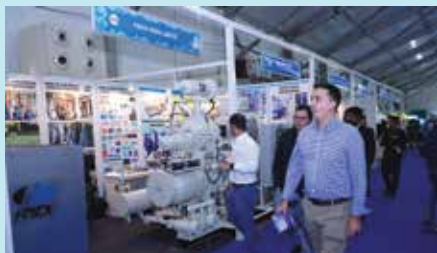
container inspection.

For storage solutions, Godrej displayed pallet racking products such as 'Selective Double Deep' and 'Shuttle'. The racks carry products that need to be frozen. OctoFrost, a Swedish group that has an India office in Faridabad (Haryana), displayed quick-frozen food-processing lines that included tunnel freezers, impingement flash chillers, IF cookers and IF blanchers. Push Engineering, based near Pune in Maharashtra, showcased factory-assembled skid-mounted ice plant units that reduce not only the commissioning time at sites but also installation space requirements.

Mahadev Enterprise from Varaval in Gujarat displayed a range of outfits that suit working conditions in marine food factories. These included T-shirts, coats, salwar-kurta, caps, aprons, gumboots, shoes, gloves, masks and ear-strips.

Manjushree Group, based near Hyderabad, displayed products that cater to the market needs for flexible packaging. JISL of Mumbai displayed industrial weighing scales with multipurpose applications and label printers for final packing or shipping of products. Triton Trading Corporation, which has an office in suburban Kochi's Vennala, put up a stall to display its expertise in importing, exporting, manufacturing and distributing of food additives for local as well as international food suppliers.





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Technical Sessions

On all the three days of its duration, IISS 2020 brainstormed on a range of issues that are critical for sustenance and growth of seafood industry. Attended by industry stakeholders, policymakers and other experts, it provided an interactive platform for them to deliberate on matters like prospective markets & regulatory environment; live shrimp transportation; FDA regulations for seafood; energising blue revolution through sustainable fishing; prospects of Indian tuna in overseas markets; and Exporting sustainable seafood to North America & Europe in 2020. Internationally acclaimed experts from France, Singapore, the UK, USA, Japan, the Netherlands, Germany and Fiji besides India addressed these sessions. In addition, business presentations were made by DANFOSS Industries (P) Ltd and TCS.

During the session on 'prospective markets & regulatory environment', experts noted that China continues to be an important market for seafood import with its increasing presence of upper and middle classes who are keen on healthy food. Carson Roper, Seafood Industry Consultant, France, in his talk on 'China and Farm-Raised Shrimp', said the East Asian country is a major marine products market that remains largely untapped. Projections say that China will continue to feature among the world's top 11 seafood markets, he observed.

The marine food industry, though, must wake up to the fact that 'new retail' is the trend that is fast replacing 'online', where Chinese e-commerce giant Alibaba is

building a retail ecosystem that innovatively blends online and offline channels in a unified way with the consumer at the centre. However, one should be wary of overreliance on China as a partner in seafood trade, the speakers pointed out.

Another session focused on 'tuna export value chain - better harvest practices' Mr Roper started the session with a presentation on 'country and brand loyalty: An exploration of successful (and not successful) national and corporate seafood marketing initiatives'. The other speakers at the session were Dr Lee Chee Wee of Singapore's Aquaculture Innovation Center (on 'live shrimp transportation'), Mr. Christopher Priddy, International Relations Specialist, USFDA, India ('overview of FDA regulations for seafood'), and Mr. R.M. Mandlik, Deputy Director-Marketing, MPEDA ('Importing country regulations and its impact on trade'). The session was moderated by Dr. C.N. Ravisankar, Director of Central Institute of Fisheries.

Mr. Mandlik spoke at length on how MPEDA ensures flow of seafood standard regulations to the country's aqua farmers. "The mechanisms on information dissemination are in place. The farmers do get the message well in time; only that we need to give them a push to act on it. We are working on it."

There was also a session on 'certification, traceability & value addition', which highlighted Andhra Pradesh's capacity to remain India's seafood capital.



*Dr. C. N. Ravishankar, Director,
ICAR-Central Institute of Fisheries Technology (CIFT), Kochi*



Mr. Carson Roper, Independent Consultant, France

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Dr. Lee Chee Wee, Aquaculture Innovation Center, Singapore



Mr. Christopher Priddy, International Relations Specialist, USFDA, India



Mr. Raju Mandlik, Deputy Director, EIC, New Delhi



Prof. A. Ramachandran, Vice Chancellor, Kerala University of Fisheries and Ocean Studies, Kochi



Ms. Wendy Nordan, Director, Seafood Watch Science, USA



Mr. Kazuhiko Utsumi, Japan Fisheries Association, Tokyo, Japan



Mr. Marcelo Hidalgo, Standard Coordinator, The Netherlands



Dr. Renjith Susheelan, India Consultant, Marine Stewardship Council, London, United Kingdom

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Mr. Udo Censkowski, Blue Sensus, Germany



Dr. Praveen Puthran, Assistant Director General (Marine Fisheries), Indian Council of Agricultural Research, New Delhi



Mr. Shaji Mathew, Jude Foods India Pvt Ltd, Kanya Kumari, India



Mr. Satheesh Kshirasagar, Chief Executive Officer, Tri Pacific Marine Limited Tri Pacific, Fiji



Mr. P. Sridharan, M/s. Lakshmikumaran & Sridharan, Chennai



Mr. R. Srinivasan, M/s. Lakshmikumaran & Sridharan, Chennai



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IISS to Hold its 23rd Summit at Kolkata in 2022

The next session of IISS will be held at Kolkata in 2022. The biennial event is aimed at showcasing the latest technological interventions in aquaculture and

deliberating on matters that can give a fillip to the country's marine products sector.

Awards

In a bid to recognise the achievements of exporters, the MPEDA has recently instituted The MPEDA Chairman's Award for Most Responsible Exporter of the Year. For the year 2018-19, it was presented to M/s. Gadre Marine Export Pvt. Ltd., Ratnagiri, Maharashtra. The Lifetime Achievement Award, another new initiative, was bestowed upon Mr. Abraham J Tharakan,

Chairman and Managing Director of Kerala's Amalgam Group.

Union Minister of State for Commerce and Industry Mr. Som Parkash and Kerala Fisheries Minister Mrs. J. Mercykutty Amma gave away MPEDA Awards to 60 companies and individuals for their excellent performance.

LIST OF AWARDEES FOR THE YEAR 2017-18

Category	Position	Awardee
I. Overall Exports		
(A) Value wise	1st	Devi Seafoods Ltd., Andhra Pradesh
	2nd	Nekkanti Seafoods Ltd., Andhra Pradesh
(B) Quantity wise	1st	Mukka Seafood Industries Ltd, Karnataka
	2nd	Ulka Seafoods Pvt. Ltd., Maharashtra
II. Commodity Wise		
(A) Frozen Shrimp	1st	Devi Seafoods Ltd., Andhra Pradesh
	2nd	Nekkanti Seafoods Ltd., Andhra Pradesh
(B) Frozen Cephalopods	1st	Profand Vayalat Marine Exports Pvt. Ltd., Kerala
	2nd	Silver Seafood, Gujarat
(C) Frozen Fin Fish	1st	Sun Exports, Gujarat
	2nd	Silver Seafood, Gujarat
(D) Chilled Marine Products	1st	Aqua World Exports Pvt. Ltd., Tamil Nadu
	2nd	Gold Marine Exports Pvt. Ltd., Tamil Nadu
(E) Dried Marine Products		
(i) Dried Marine Products other than Fish Meal, Fish Oil and Allied products	1st	Sanrhy Exim Pvt. Ltd., West Bengal
	2nd	Kolkata Marine Products Pvt. Ltd., West Bengal
(ii) Fish Meal, Fish Oil and Allied Products	1st	United Marine Products, Karnataka
	2nd	Mukka Seafood Industries Ltd, Karnataka
(F) Molluscs Other Than Cephalopods	1st	Seaboy Fisheries Pvt. Ltd., Kerala
	2nd	Capithan Exporting Co., Kerala
(G) Frozen Surimi	1st	Ulka Seafoods Pvt. Ltd., Maharashtra

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	2nd	Amarsagar Seafoods Pvt. Ltd., Gujarat
III. Live Marine Products Other Than Aquarium Fish	1st	S A T Marine Export, Tamil Nadu
	2nd	Crescent Seafoods, Tamil Nadu
IV. Aquarium Fish	1st	Malabar Tropicals, West Bengal
	2nd	Aqualine Exports, Kerala
V. Special Efforts		
(A) Value Added Products	1st	Accelerated Freeze Drying Co. Ltd., Kerala
	2nd	HIC-ABF Special Foods Pvt. Ltd., Kerala
(B) New Product	1st	Andhra Medi Pharma India Pvt. Ltd, Andhra Pradesh – Item Glucosamine
(D) Woman Entrepreneur	1st	Ifaawin Marine Export India Pvt. Ltd., Tamil Nadu

LIST OF AWARDEES FOR THE YEAR 2018-19

Category	Position	Awardee
I. Overall Exports		
(A) Value wise	1st	Falcon Marine Exports Ltd., Odisha
	2nd	Devi Sea Foods Ltd., Andhra Pradesh
(B) Quantity wise	1st	Gadre Marine Export Pvt. Ltd., Maharashtra
	2nd	Mukka Seafood Industries Ltd, Karnataka
II. Commodity Wise		
(A) Frozen Shrimp	1st	Falcon Marine Exports Ltd., Odisha
	2nd	Devi Sea Foods Ltd., Andhra Pradesh
(B) Frozen Cephalopods	1st	Profand Vayalat Marine Exports Pvt. Ltd., Kerala
	2nd	Amulya Seafoods, Tamil Nadu
(C) Frozen Fin Fish	1st	Sun Exports, Gujarat
	2nd	St. Peter & Paul Seafood Exports Pvt. Ltd., Tamil Nadu
(D) Chilled Marine Products	1st	Aqua World Exports Pvt. Ltd., Tamil Nadu
	2nd	Gold Marine Exports Pvt. Ltd., Tamil Nadu
(E) Dried Marine Products		
(i) Dried Marine Products other than Fish Meal, Fish Oil and Allied products	1st	Kolkata Marine Products Pvt. Ltd., West Bengal
	2nd	K M C Enterprise, Maharashtra
(ii) Fish Meal, Fish Oil and Allied Products	1st	Mukka Sea Food Industries Ltd., Karnataka
	2nd	United Marine Products, Karnataka
(F) Molluscs Other Than Cephalopods	1st	Seaboy Fisheries Pvt. Ltd., Kerala
	2nd	AvlaNettos Exports, Kerala

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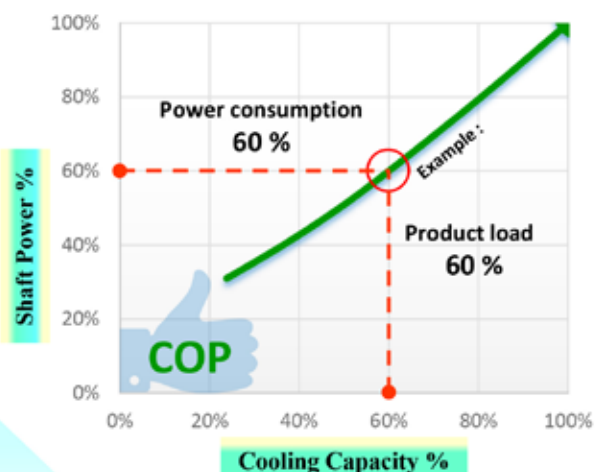
(G) Frozen Surimi	1st	Gadre Marine Export Pvt. Ltd., Maharashtra
	2nd	Ulka Seafoods Pvt. Ltd., Maharashtra
III. Live Marine Products Other Than Aquarium Fish	1st	Puja Export House, West Bengal
	2nd	Scanet Trading Pvt. Ltd., Tamil Nadu
IV. Aquarium Fish	1st	Malabar Tropicals, West Bengal
	2nd	Aqualine Exports, Kerala
V. Special Efforts		
(A) Value Added Products	1st	Gadre Marine Export Pvt. Ltd., Maharashtra
	2nd	Accelerated Freeze Drying Co. Ltd., Kerala
(C) New Market	1st	BlueFin Frozen Foods Pvt. Ltd, Maharashtra - Country :Jamaica
(D) Woman Entrepreneur	1st	Vasai Frozen Foods, Maharashtra
VI. Chairman's special award for the most Responsible Exporter of the year	1st	Gadre Marine Export Pvt. Ltd., Maharashtra
VII. Life Time Achievement Award	1st	Mr. Abraham J Tharakan, Chairman & Managing Director, Amalgam Group

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Glimpses of MPEDA export award distribution



M/s. Gadre Marine Export P. Ltd., Ratnagiri receiving Chairman's special award for the most Responsible Exporter of the year



Mr. Abraham J. Tharakan, Chairman & MD, Amalgam Group receives MPEDA Life Time Achievement Award

