

## ATLANTIC SEAFOOD, AQUACULTURE COMPANIES TO TAKE PART IN EUROPEAN SEAFOOD EXPOSITION

**HALIFAX (NS) – April 23, 2009** – Atlantic Canada’s seafood and aquaculture industry leaders are getting ready to attend the largest and most important seafood trade show in the world, with support from the federal and provincial governments through the Canada/Atlantic Provinces Agreement on International Business Development (IBDA).

The European Seafood Exposition, scheduled for April 28-30, 2009 in Brussels, Belgium, is an annual event that offers seafood buyers and sellers from all corners of the globe a one-stop centre to make contact with international retail, food service and wholesale companies.

“The Government of Canada – through the Atlantic Canada Opportunities Agency (ACOA) – is committed to helping Atlantic Canadian companies succeed on the international stage,” said the Honourable Keith Ashfield, Minister of State (ACOA). “Our Government’s investment in this trade mission will provide companies in Atlantic Canada’s seafood and aquaculture sector with the opportunity to strengthen their international trade relations, as well as to raise global awareness of our region’s natural advantages and technical abilities in the seafood and aquaculture marketplaces.”

“Nova Scotia has close to a billion dollars in fish and seafood exports with almost 65% of our business in US markets,” said the Honourable Ron Chisholm, Minister of Fisheries and Aquaculture. “The European Seafood Exposition is a key international opportunity that allows Nova Scotia to further diversify our seafood exports in the lucrative European market and beyond.”

While at the exposition, the delegates will take part in a showcase of Atlantic Canada seafood, attend networking receptions; participate in site tours, roundtable discussions, and one-on-one business meetings. Organized by Taste of Nova Scotia, the mission is designed to help participating companies increase their export sales, identify new export opportunities and form strategic partnerships.

The European Seafood Exposition highlights every category of seafood product; storage, processing and handling equipment; and a host of seafood-related services including freight-handling, insurance and information technology.

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The 2008 European Seafood Exposition drew over 23,000 visitors and over 1,650 exhibitors from 140 countries. In 2008, the Atlantic Canadian delegates returned from the Exposition with projected sales of \$9-12 million in the 12 months following the event.

“The European Seafood Exposition is the perfect venue to showcase Clearwater’s commitment to sustainable seafood,” says Holly Reardon, Director of Marketing for Clearwater Seafoods. “It’s an opportunity for us to educate potential clients on our “ocean to plate” strategies which include supplying reliable, safe food products helping them to deliver an exceptional eating experience to their consumers.”

Support for the delegation’s participation in the 2009 European Seafood Exposition is provided through the IBDA. The IBDA is a federal/provincial agreement between the Government of Canada (ACOA, Foreign Affairs and International Trade Canada, and Industry Canada) and the four provincial governments in Atlantic Canada, and is designed to help Atlantic Canadian businesses enter, explore and succeed in international markets.

#### **FOR BROADCAST USE:**

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The Honourable Keith Ashfield, Minister of State for ACOA said this trade mission will provide companies in Atlantic Canada’s seafood and aquaculture sector with the opportunity to strengthen their international trade relations, as well as to raise global awareness of our region’s natural advantages and technical abilities in the seafood and aquaculture marketplaces.

Financial assistance for the delegation’s participation in the 2009 European Seafood Exposition is provided through the IBDA, a federal/provincial agreement designed to help Atlantic Canadian businesses enter, explore and succeed in international markets.

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(This news release is available on the ACOA website at [www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca) under **Media Room.**)

**MEDIA BACKGROUNDER**

Following is the list of the Atlantic Canadian companies participating in the 2009 European Seafood Exposition:

**New Brunswick**

B.A. Richard Ltd. (*Sainte-Anne-de-Kent*)  
Cape Bald Packers Ltd. (*Cape Bald*)  
Island Fishermen Cooperative Association Ltd. (*Lamèque*)  
Gourmet Chef Packers Ltd. (*Shediac*)  
Moncton Fish Market (*Moncton*)  
Orion Seafood Group Canada (*Shediac*)  
Partner Seafood, INC. (*Shediac*)  
Produits Belle Baie Ltee (*Caraquet*)  
True North Salmon Co. Ltd. (*Black's Harbour*)

**Newfoundland and Labrador**

Barry Group Inc. (*Corner Brook*)  
Killick Fisheries - Furlong's Bros. (*Plate Cove West*)  
Newfound Resources Limited (*St. John's*)

**Nova Scotia**

Breakers Fish Co. Ltd. (*Halifax*)  
Clearwater Seafoods (*Bedford*)  
IMO Foods Ltd. (*Yarmouth*)  
Mersey Point Fish Products (*Liverpool*)  
United Trans Ltd. (*Halifax*)

**Prince Edward Island**

Ocean Choice International Inc. (*Souris*)