



THE EMBASSY OF THE DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA  
TO BELGIUM, LUXEMBOURG AND THE EUROPEAN UNION

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### **'Sri Lanka Pavilion' attracts the European sea food experts at the European Seafood Expo 2011**

The Sri Lanka Export Development Board in collaboration with the Sri Lanka Embassy in Belgium organized a 'Sri Lanka Pavilion' for the 3rd consecutive year at the annual European Seafood Exposition (ESE 2011), held at the Parc des Expositions de Bruxelles (Brussels Exhibitions Grounds) from 3rd to 5th May 2011. The exhibition coincided with the 'Seafood Processing Europe' exposition to promote machinery and equipment relating to fisheries industry. These two exhibitions create Europe's most complete seafood event for seafood business professionals with access to a one-stop resource to reach global retail, food service and wholesale market.

Five reputed Sri Lankan Seafood export companies, Tropic Frozen Foods (Pvt.) Ltd., Global Seafood (Pvt.) Ltd., Prawn Ceylon (Pvt.) Ltd., Rainbow Foods (Pvt.) Ltd. and Western Lanka Aquatics (Pvt.) Ltd. took part at the Sri Lanka Pavilion exhibiting a range of fisheries products including processed seafood.

The main objective of Sri Lanka's participation was to strengthen relationship with existing buyers and look for more export opportunities with new buyers. Technological advancements in the industry and value addition aspects exhibited at the event was useful to Sri Lankan exporters in order to strengthen their competitiveness in a highly price sensitive and regulated markets.

All the companies were able to establish valuable business contacts and links while meeting their existing buyers. It was reported that initial new orders secured by the participants is around US\$100,000 and further negotiations are under way to finalise orders from the buyers that they met during the fair. CBI assisted market research was undertaken during the fair with the participation of trade officers based in London, Brussels and the Netherlands and the EBD official.

ESE 2011 featured seven exhibiting halls with an areas space of 35,000 sq.m. Around 1,600 exhibitors represented leading buyers from 140 countries. There were 330 new companies and 63 National and Regional Pavilions. Seafood Processing Europe altogether consisted of 217 exhibitors including 56 new companies to the event and four National or Regional Pavilions.

Embassy of Sri Lanka  
Brussels

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