Visakhapatnam hosts mega event – the 20th India International Seafood Show

The 3-day long 20th India International Seafood Show (IISS), a biennial international showpiece event in the marine sector, was held at Visakhapatnam, the port city of Andhra Pradesh, from September 23-25, 2016, with 'Safe and Sustainable Indian Aquaculture' as its focal theme. The objective of the theme was to highlight the technological advances and sustainable practices followed in Capture and Culture Fisheries in India.

Mrs. Nirmala Sitharaman, Hon'ble Union Minister of State for Commerce and Industry inaugurates IISS 2016. Dr. A Jayathilak IAS, Chairman, MPEDA, Mr. M Venkaiah Naidu, Hon'ble Union Minister of Urban Development, Mr. V Padmanabham, President, SEAI, Mr. B Sreekumar, Secretary, MPEDA, are also seen

Mr. N Chandrababu Naidu, Hon'ble Chief Minister, Andhra Pradesh inaugurates the exhibition

The event, held at Port Trust Cultural & Sports Complex, was organised by the Marine Products Export Development Authority (MPEDA), in collaboration with Seafood Exporters' Association of India (SEAI), had the Export Inspection Council (EIC) of India as its "knowledge partner".

"The biggest takeaway of the 20th edition of IISS was total unanimity among all its stakeholders that India's seafood exports target of USD 10 billion by 2020 is eminently possible," according to the MPEDA Chairman, Dr. A Jayathilak IAS. "In 2015-16 India exported 9,45,892 tons of seafood worth US$ 4.7 billion (Rs. 30,420.83 crore). With a multi-pronged strategy for capture fisheries and aquaculture, India can achieve an export turnover of US$ 10 billion in 2020." He also asserted that the trade had created adequate technological safeguards to meet stringent quality check parameters imposed by foreign regulatory agencies, and it was strong enough to meet the challenges of its competitors.

Inauguration of IISS 2016

The inaugural of the event was held in the Kalavani Auditorium at the venue and was graced by Mrs. Nirmala Sitharaman, Hon'ble Union Minister of State for Commerce and Industry; Mr. M Venkaiah Naidu, Hon'ble Union Minister of Urban Development; Mr. N Chandrababu Naidu, Hon'ble Chief Minister, Andhra Pradesh; Mr. Kamineni Srinivas, Hon'ble Minister of Health & Medical Education, Govt. of Andhra Pradesh and Mr. Ganta

Srinivasa Rao, Hon'ble Minister of Human Resources Development, Govt. of Andhra Pradesh; Dr. A Jayathilak IAS, Chairman, MPEDA; Dr. Kambhampati Hari Babu, MP and member of MPEDA; and Mr. V Padmanabham, President, Seafood Exporters Association of India (SEAI), among others.

Mrs. Nirmala Sitharaman, in her inaugural address, made two important announcements: setting up of a State level agency for the development of aquaculture and fisheries under the aegis of MPEDA in all coastal states and the inclusion of some more marine products for export incentives under Merchandise Exports from India Scheme (MEIS). She also hoped that the MPEDA would play a key role in bringing in the best industry practices from around the globe to accelerate the growth of the seafood industry. Under the MEIS, the government currently allocates Rs 22,000 crore annually for exports. "From this financial year onwards, an additional Rs 1500 crore will be allocated under the scheme that will include certain marine and seafood items," Mrs. Sitharaman said.

Mr. Chandrababu Naidu, in his

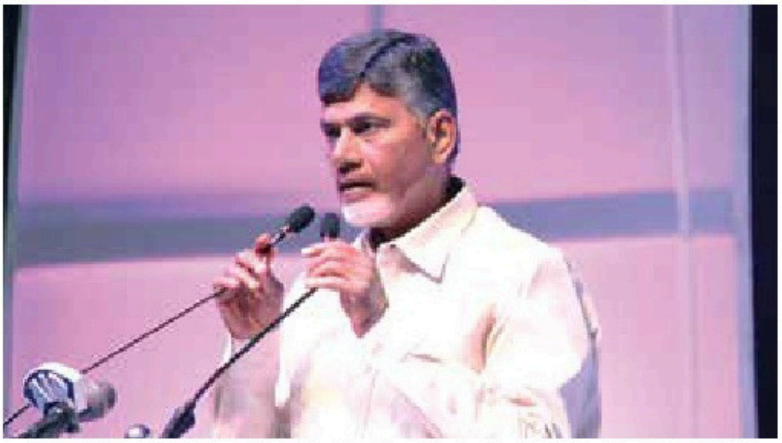
Mr. M Venkaiah Naidu, Hon'ble Union Minister of Urban Development lighting lamp during inauguration

Mr. N Chandrababu Naidu, Hon'ble Chief Minister, Andhra Pradesh being greeted

Welcome address by Dr. A Jayathilak IAS, Chairman, MPEDA

Inaugural address by Mrs. Nirmala Sitharaman, Hon'ble Union Minister of State for Commerce and Industry

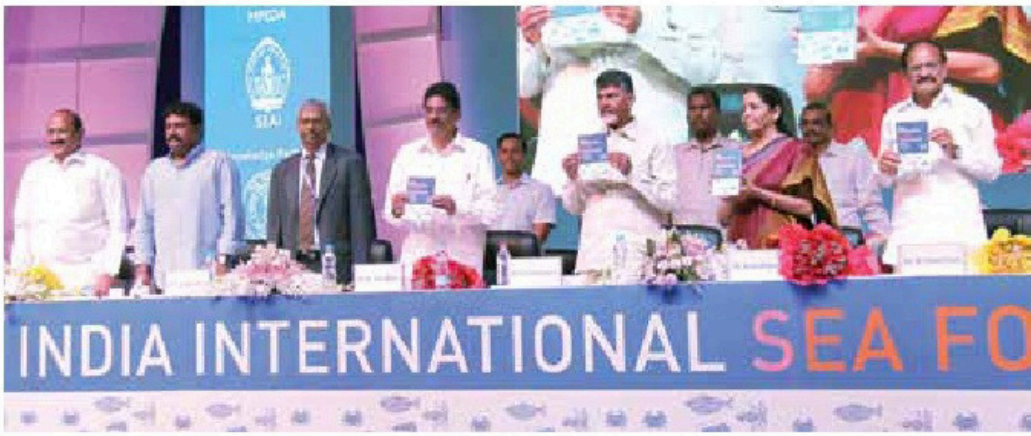
Mr. V Padmanabham, President, SEAI felicitates the IISS 2016



Presidential address by Mr. N Chandrababu Naidu, Hon'ble Chief Minister, Andhra Pradesh

Mr. M Venkaiah Naidu, Hon'ble Union Minister of Urban Development felicitates the IISS 2016

presidential address has expressed his Government's determination to make Andhra Pradesh the 'Aquaculture Hub' not only of India but also of the world. He made a strong pitch for according 'agriculture' status to the seafood industry to boost exports, a demand that found support from Dr. K Hari Babu and Mr. Padmanabham.



Release of IISS 2016 Fair Catalogue

Mr. Venkaiah Naidu, who was the Guest of Honour, said there is a soaring demand for India's seafood in the international market. "The industry must strive to develop value addition, which will benefit farmers," he stressed.

A view of audience at the inaugural ceremony

In his introductory remarks, Dr. A Jayathilak IAS, Chairman MPEDA has said India's seafood industry, which witnessed a dip of 10% last year, had now shown an increase of 10% this year, despite a global recession. The MPEDA has set a target of marine products export at 5.6 billion US dollars in 2016-17, an increase of nearly 20%. "We expect a sea change by the year 2020 by which we expect exports to touch US$ 10 billion," he noted.

Another view of the audience

Dr. K Hari Babu stated that there is

a need for developing fishing jetties associated with ports to protect the interests of fishermen. He also demanded waiving of marketing cess for prawns and establishment of multiplication centres for supply of pathogen-free seeds.

Mr. Padmanabham called for short and long-term cooperation between the Centre and states to look into the interests of the seafood industry in connection with issues regarding trawling. He also demanded 'agriculture' status for seafood industry and a ban on the use of antibiotics in aquaculture as is being done in Thailand.

On the occasion, awards were distributed to the exporters for the best performance in 2013-14 and 2014-15. The souvenir and fair catalogue were also released by the dignitaries.

Dr. A Jayathilak IAS, Chairman, MPEDA at the pre-event Press Conference

Mr. A Indrakumar, Regional President, SEAI, Andhra Pradesh proposes vote of thanks

Exhibition

The exhibition hall was spread over an area of 7000 sq. m. German hangar compared to 6160 sq. m. in 2014 show. Overall, there were 300 stalls, including 71 from abroad. The total number of exhibitors was 147 drawn from 120 Indian and 27 foreign companies. Of the exhibitors, 43 were machinery / equipment manufacturers and 104 from the product exhibition segment. The total number of delegates was more than 1,524 while there were 91 business visitors from abroad.

The event received a big response from international participants from the US, Japan, Germany, the Netherlands, Belgium, Sweden, Finland, Denmark, Spain, the UK, Vietnam, China, Taiwan and Thailand, besides Indian companies. More than one-third of the stall area was booked by foreign companies.

A view of exhibition

Commerce Pavilion

A distinctive feature of the event was that all the Boards and export promotion agencies of the Union Commerce and Industry Ministry participated in the IISS for the first

A view of the Commerce Pavilion

time by setting up their stalls. Thus, the Spices Board, Tea Board of India, Coffee Board, Rubber Board and Agricultural and Processed Food Products Export Development Authority (APEDA), besides the MPEDA and its three allied institutions; NaCSA (National Centre for Sustainable Aquaculture), NETFISH (Network for Fish Quality Management & Sustainable Fishing), and RGCA (Rajiv Gandhi Centre for Aquaculture), set up their stalls in a single pavilion.

Digitisation of Andhra Pradesh's farmers in aqua sector

Another salient feature of the IISS was the presentation by MPEDA to the Andhra Pradesh government a digital list of the state's farmers in the aqua sector. It is designed to provide them spot prices of seafood products in international markets on a real-time basis.

The software technology for aqua farmer database has been developed by NaCSA, a registered society under the MPEDA. It was presented by MPEDA Chairman Dr. A Jayathilak IAS to Dr. Manmohan Singh, Special Chief Secretary, Govt. of Andhra Pradesh. The initiative aims to align the marine industry with the Centre's ambitious 'Digital India' programme.

"The pioneering technology will help the aqua farmers in Andhra Pradesh to tap market potential by having an easy access to marine product prices in global markets. We are also making efforts to integrate marine sector farmers all over India," Dr. Jayathilak, Chairman, MPEDA said.

Dr. Manmohan Singh stated that this software would be integrated with the existing conventional technology for the benefit of farmers of Andhra Pradesh. It will provide real-time information to aqua farmers in the state about market prices both in India and in international markets.

Technical Sessions of IISS 2016

Technical sessions formed an important component of the IISS. Four technical sessions were held as concurrent events of the IISS 2016. The topics which came up for deliberations during these sessions were "Trade Initiatives & Fiscal Issues in the Seafood Industry"; "Regulatory Requirements for Seafood Trade"; "Sustainable Fisheries & Aquaculture". The fourth session on "Fish Trade Related International requirements".

Expectedly, the most prominent session was Regulatory Requirements for Seafood Trade. Dr. S K Saxena, Director, Export Inspection Council of India, in his keynote address, stressed upon the need to curb irregularities practised by farmers at the grass roots level, so that exporters would not suffer. Observing that the shrimp feed used by farmers is normally imported, he said it might be containing banned antibiotic residues. The EIC has banned the use of certain antibiotics, like Nitrofuran and Chloramphenicol, for disease treatment in farmed shrimps. In 2009, there were 54 rejections to the EU which came down to just two as of September 2016.

Dr. Saxena said an inter-government meet at Brussels later this year would discuss retesting opportunities for exporters with regard to consignment rejections to the EU. There must be a mutual consensus amongst importers and exporters on the antibiotics usage.

Dr. Mathew T Thomas, Director of Delhi-based USFDA's India office, who spoke on the issue of regulatory requirements for seafood imports to the US, called for effective collaboration between India and the food and drug regulatory body

of America. A collaboration of the best practices in the farmed shrimp industry will minimise the extent of export rejections to the US. Major Indian exporters said all attempts were being made by the government to collaborate extensively with the regulatory body and boost information-sharing. This has not only led to lesser consignment rejections but also a greater awareness amongst Indian exporters who are now consistently adhering to stricter quality control standards.

Dr. Mathew said the USFDA's India office would welcome any suggestions in this regard. He also stressed on the significance of self-compliance.

Mr. Raju M Mandlik, Deputy Director (Technical), Export Inspection Council of India, dwelt upon regulatory provisions in India for marine products exports while Mr. A J Tharakan (Seafood Exporters Association of India), made interventions on behalf of Indian seafood exporters with regard to quality assurance.

Speakers at the session, Trade Initiatives & Fiscal Issues in the Seafood Industry, said India's seafood industry is expecting a favourable outcome of the ongoing "Sunset review" on anti-dumping. Indian seafood exporting companies are currently charged a duty of about 2.5%, and it resulted in the country's seafood industry shelling out over US$15 million as Anti-dumping duty (ADD), until the year 2015. The lifting of ADD will increase exports of the country's shrimps to the US. Besides India, countries like Thailand, China and Vietnam have also demanded lifting of anti-dumping duty.

Those who spoke at this session were Mr. Santosh Kumar Sarangi, Jt. Secretary (EP-MP), Ministry of Commerce & Industry, Govt. of India; Mr. Raghavan Ramabadran, Partner, Lakshmikumaran & Sridharan, Chennai; Mr. Elias Sait, Secretary General, Seafood Exporters' Association of India; Mr. K Shivakumar, Consultant, SEAI; Mr. Tapan Mazumder, Director (Rules Desk), Ministry of Commerce & Industry, Govt. of India; and Mr. Nirdosh Chopra, Regional Manager, ECGC Ltd., Bengaluru.

The session on 'Sustainable Fisheries and Aquaculture' was attended by Mr. K N Kumar IAS, Chief Executive, National Fisheries Development Board; Mr. Paolo Bray, Founder and Director, Friend of the Sea and Ms. Esther Luiten, Sr. Manager (Commercial Marketing), Aquaculture Stewardship Council, the Netherlands.

Mr. Bray dwelt upon guidelines for fishery certifications while Ms. Luiten talked about aquaculture certifications, which are vital for seafood industry.

On the concluding day (Sept 25), there was a technical session on 'Fish Trade Related International Requirements'. As part of it, a workshop under the Indo-Norwegian Working Group on cooperation in fisheries and aquaculture was held. The session was attended by Mr. K N Kumar IAS, Chief Executive, National Fisheries Development Board; His Excellency Nils Ragnar Kamsvag, Ambassador. Royal Norwegian Embassy, New Delhi; Mr. Geir Evensen, Deputy Director General, Norwegian Ministry of Trade, Industry and Fisheries; Ms. Hilde Ognedal, Senior Legal Adviser, Norwegian Directorate of Fisheries; Ms. Bjorg Granberg, Manager, Catchcertificate.no; Dr. Amund Maage, Norwegian Institute of Nutrition and Seafood Research; Mr. Raju M Mandlik, Deputy Director (Technical), Export Inspection Council of India and Mr. K J Antony, Joint Director, MPEDA.

Ms. Ognedal discussed two issues: The combat against IUU fishing and the Port State Measures Agreement and Catch Documentation Schemes – FAO's Sub-committee on Fish Trade & FAO Committee on Fisheries. Mr Evensen dwelt upon the WTO and fish trade and subsidies while Ms Granberg spoke on the issue of the European Catch Certificates. Dr. Maage took up the issue of food safety monitoring as prerequisite for seafood trade. Mr. K N Kumar made the introductory and concluding remarks.

Mr. Mandlik presented on Compliance of import regulations for India's export of fish / fishery products; and Mr. Antony made a presentation on the role of MPEDA in compliance of catch certification requirements of the EU.

Trade sessions were also organized as a part of the exhibition market promotion by the exhibitors and other interested companies.

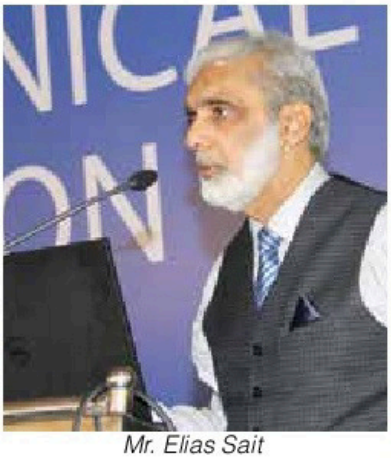
Glimpses of Technical sessions

Mr. Santosh Kumar Sarangi, Joint Secretary (EP-MP), MoCI chairing Session I

Mr. Raghavan Ramabadran

Mr. Tapan Mazumder

Mr. K Shivakumar



Mr. Elias Sait

Mr. Nirdosh Chopra

Dr. S K Saxena, Director, EIC chairing Session II

Mr. R M Mandlik

Mr. A J Tharakan

Dr. Mathew T Thomas

Mr. K N Kumar IAS, Chief Executive, NFDB, MoA chairing Session III

Mr. Paolo Bray

Ms. Esther Luiten

Session IV – Indo-Norwegian Workshop on 'Fish trade related international requirements'

Panel of Indo-Norwegian session

Mr. Geir Evensen

Ms. Hilde Ognedal

Mr. Nils Ragnar Kamsvag, H E Ambassador Norway

Ms. Bjorg Granberg

Dr. Amund Måge

Mr. K J Antony answers a query

Interaction of audience during technical session

Chairman, MPEDA presenting memento to Mr. Santosh Kumar Sarangi, Joint Secretary (EP-MP), MoCI

Secretary, MPEDA presenting memento to Mr. K N Kumar IAS, Chief Executive, NFDB, MoA

View of audience that jam-packed the sessions

Glimpses of Trade session

Glimpses of IISS – 2016

Glimpses of IISS – 2016

Glimpses of IISS – 2016

Glimpses of IISS – 2016

Glimpses of IISS – 2016

Glimpses of IISS – 2016

Glimpses of IISS – 2016

MPEDA Export Awards

The prestigious MPEDA Awards for Outstanding Export Performance for the year 2013-14 and 2014-15 were distributed by the dignitaries during the inaugural function of IISS 2016. MPEDA Export Awards for Outstanding Performance in export of marine products were instituted in 1990. The awards are given to two top manufacturer-exporters under categories I to V.

Category I	(A) Manufacturer - exporter with highest export turnover (Value) (B) Manufacturer - exporter with highest export in volume (Quantity)
Category II	Product-wise manufacturer exporter with the highest turn over on the major product groups viz (A) Frozen Shrimp (B) Frozen Cephalopods (C) Frozen Finfish (D) Chilled Marine Products (E) Dried Marine Products (F) Molluscs other than cephalopods
Category III	Exporter of Live Sea foods other than Aquarium fish
Category IV	Exporter of Aquarium fish
Category V	Award for special efforts, taking into consideration of the achievements made in the following areas (A) Export of value added products

List of awardees for the year 2013-14

Category	Position	Awardees
I. (A) Overall Exports - Value-wise	1st	M/s. Falcon Marine Exports Ltd
	2nd	M/s. Devi Sea Foods Ltd
I. (B) Overall Exports - Quantity-wise	1st	M/s. Gadre Marine Export Pvt Ltd
	2nd	M/s. Keshodwala Foods
II. Commodity - wise (A) Frozen Shrimp	1st	M/s. Falcon Marine Exports Ltd
	2nd	M/s. Devi Sea Foods Ltd
(B) Frozen Cephalopods	1st	M/s. Silver Seafood
	2nd	M/s. Abad Fisheries Pvt Ltd
(C) Frozen Fin Fish	1st	M/s. Keshodwala Foods
	2nd	M/s. Silver Seafood
(D) Chilled Marine Products	1st	M/s. Aqua World Exports Pvt Ltd
	2nd	M/s. Basu International
(E) Dried Marine Products	1st	M/s. Raj Fishmeal And Oil Company
	2nd	M/s. Zedem International
(F) Molluscs other than Cephalopods	1st	M/s. Seaboy Fisheries Pvt Ltd
	2nd	M/s. H L Marine Food
III. Live Marine Products other than Aquarium Fish	1st	M/s. Cresent Sea Food
	2nd	M/s. Scanet Trading Pvt Ltd
IV. Aquarium Fish	1st	M/s. Aquatic World
	2nd	M/s. Pescina Indica
V. Special Efforts (A) Value added products	1st	M/s. Gadre Marine Export Pvt Ltd
	2nd	M/s. HIC ABF Special Foods Pvt Ltd

List of awardees for the year 2014-15		
Category	**Position**	**Awardees**
I. (A) Overall Exports - Value-wise	1st	M/s. Falcon Marine Exports Ltd
	2nd	M/s. Gadre Marine Export Pvt Ltd
I. (B) Overall Exports - Quantity-wise	1st	M/s. Gadre Marine Export Pvt Ltd
	2nd	M/s. Mukka Seafood Industries Pvt Ltd
II. Commodity - wise (A) Frozen Shrimp	1st	M/s. Falcon Marine Exports Ltd
	2nd	M/s. Nekkanti Seafoods Ltd
(B) Frozen Cephalopods	1st	M/s. Profand Vayalat Marine Exports Pvt. Ltd
	2nd	M/s. Silver Seafood
(C) Frozen Fin Fish	1st	M/s. Silver Seafood
	2nd	M/s. Rameshwar Cold Storage
(D) Chilled Marine Products	1st	M/s. Aquaworld Exports Pvt Ltd
	2nd	M/s. Basu International
(E) Dried Marine Products	1st	M/s. Raj Fishmeal & Oil Company
	2nd	M/s. Blue Line Foods (India)Pvt Ltd
(F) Molluscs other than Cephalopods	1st	M/s. Seaboy Fisheries Pvt Ltd
	2nd	M/s. H L Marine Food
III. Live Marine Products other than Aquarium Fish	1st	M/s. Cresent Sea Food
	2nd	M/s. Basu International
IV. Aquarium Fish	1st	M/s. Pescina Indica
	2nd	M/s. Aquatic World
V. Special Efforts (A) Value added products	1st	M/s. Gadre Marine Export Pvt Ltd
	2nd	M/s. HIC-ABF Special Foods Pvt Ltd

IISS 2016 Product Awards

For the first time in IISS, a product award competition was successfully conducted during IISS 2016 in 4 categories for product innovation. The main intention of this initiative was to encourage processors/ exporters to come up with new products. Following were the categories of IISS 16 Product awards;

i. Best Retail Product

This category is the competition for seafood products which are intended for retail marketing or which are already available / introduced in the domestic or international market having qualities mentioned in the Judging criteria.

ii. Best Retail Packaging

This category is the competition for presenting seafood packaging which are intended for retail marketing or which are already available/introduced in the domestic or international market for packing products less than 2 kg and having qualities mentioned in the Judging criteria.

iii. Best Innovative product

This category is the competition for new seafood products which are ready or having great potential for introducing in domestic or international retail market and having qualities mentioned in the Judging criteria.

iv. Best Convenience product

This category is the competition for seafood products which are convenient to the end users and consumers.

Award for excellence in exports

Award for excellence in exports

Award for excellence in exports

WINNERS

1. Best Retail Product

WINNER:
Frozen Masala Mackeral:
Gadre Marine Exports Pvt Ltd,
Ratnagiri

RUNNER UP:
Imitation Crab Sticks:
Gadre Marine Exports Pvt Ltd,
Ratnagiri

2. Best Retail Packaging

WINNER:
Crab Claw Amritsari:
Gadre Marine Exports Pvt Ltd,
Ratnagiri

RUNNER UP
Cambay Tiger: Fish Pakoda
West Coast Frozen Foods Pvt Ltd,
Mumbai

3. Best Innovative product

WINNER:
Fish Popups:
Gadre Marine Exports Pvt Ltd,
Ratnagiri

RUNNER UP
Cambay Tiger: Fish Pakoda
West Coast Frozen Foods Pvt Ltd,
Mumbai

4. Best Convenience product

WINNER:
Frozen Masala Mackeral:
Gadre Marine Exports Pvt Ltd,
Ratnagiri

RUNNER UP
Frozen Masala Prawns:
Gadre Marine Exports Pvt Ltd,
Ratnagiri

Innovative seafood products like fish popups, frozen masala mackerel, imitation crab stick, fish pakoda and Crab Claw Amritsari fetched prizes for their manufacturers at the product awards of IISS 2016. Maharashtra-based Gadra Marine Exports Pvt Ltd got six out of the total 8 awards: Best Retail Product (frozen masala mackerel) and Runner up for Best Retail product (imitation crab stick), Best Retail Packaging (Crab Claw Amritsari), Best Innovative Product (fish popups), Best Convenience Product (frozen masala mackerel) and Runner up for the Best Convenience Product (frozen masala prawn). West Coast Frozen Foods Pvt Ltd was adjudged the runner up for both Best Retail Packaging (Cambay Tiger Fish Pakoda) and Best Innovative Product (Cambay Tiger Fish Pakoda).

Stall awards 2016

In the category of Best Stall (Overseas), Ishida India Pvt Ltd, based in Japan, got the first prize while Glory Co. Ltd, a Vietnamese company, was adjudged the runner up.

The award for the Best Stall in the category of Registered Exporters was bagged by Avanti Frozen Foods while Devi Fisheries Ltd got the award for the Second Best in the category.

Andhra Pradesh Food Processing Society was given the award for the Best Indian Stall while the second best award in the category went to Nilkamal Limited.

The awards were presented by Dr. A Jayathilak IAS, Chairman, MPEDA, in the presence of Mr. V Padmanabham, President, Seafood Exporters Association of India (SEAI).

Best Stall : Overseas - Ishida India Pvt Ltd

Second Best Stall: Overseas - Glory Co Ltd

Best Stall : Registered Exporters - Avanti Frozen Foods

Second Best Stall : Registered Exporters - Devi Fisheries Ltd

Best Stall : Indian - Andhra Pradesh Food Processing Society

Second Best Stall: Indian - Nilkamal Limited

IISS 2018

It was announced at the conference that the 21st edition of IISS would be held in Goa in February 2018.