



Seafood Expo Asia Expression of Interest Singapore, September 10 – 12, 2025

The provinces of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, working jointly with the Atlantic Canada Opportunities Agency and Taste of Nova Scotia, are seeking Atlantic Canadian seafood companies to confirm their interest to participate at Seafood Expo Asia (SEA) in Singapore from September 10 – 12, 2025.

This project is being supported by the Atlantic Trade and Investment Growth Strategy*, a partnership between the Government of Canada and the four Atlantic Provincial governments.

SEA is the seafood marketplace for Asia, bringing together industry suppliers from around the world with buyers from across Asia. A gateway to Asia, Singapore is the world's busiest shipping hub, connected to 600 ports in over 120 countries. SEA offers the Hosted Buyer program, which connects top-tier, high-volume buyers with exhibiting companies and provides benefits to qualified decision-makers involved in high-volume purchases.

Data from the 2024 Seafood Expo Asia show demonstrated that attendance was comprised of more international participation from those with higher purchasing power.

- More than **4,530 seafood professionals from 80 countries**
 - The show is growing! That's an increase from **4,370** seafood professionals from **77** countries in 2023 and 3,170 seafood professionals from 69 countries in 2022.
- Over **340** exhibitors from **46** countries
- **72% of visitors** involved in or influence purchasing decisions at their business

Over the last 5 years, the demand for Atlantic Canadian Seafood in Asia has grown tremendously with export sales totaling \$1.45B in 2023. As a major consumer, importer, and producer of seafood, and with a population of more than 4 billion people, Asia shows tremendous potential for export growth and market diversification.

Mission features:

- An open-concept Atlantic Canada pavilion with shared booth spaces.
- These will be turn-key booths, including furnishing, graphics, and signage.
- Participation in the SEA **Hosted Buyer Program** with high-value B2B meetings.
- The option to participate as a show walker if you are not able/eligible to participate as an exhibitor.
- Possible in-market networking and B2B initiatives (TBC)



The fee to co-exhibit at SEA is \$2,500.00 and includes:

- Co-exhibitor space in the shared, open-concept booth, 2 badges per company.
- Company signage/booth signage (please note, banners or other company signage are not permitted)
- Booth furniture – individually branded counter, shared meeting tables, chairs, etc.
- *Please note that display fridge and freezer units and all associated installation and electrical costs are the responsibility of co-exhibitors and are dependent on space allowances.*

The fee to participate in the Show Walker Program is \$1,000 and includes:

- Companies that are not able to participate as co-exhibitors can register as show walkers.
- Access to the provincial booth and amenities when space permits (priority is given to co-exhibitors).
- You will receive a minimum of 2 visitor passes per company (more may be available upon request).

To confirm your expression of interest for participation in the 2025 Seafood Expo Asia Show, please complete the [Application Form](#) by Monday, May 12, 2025.

If you have any questions, please contact your provincial representative below.

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** The Atlantic Trade and Investment Growth Strategy is a collaborative, pan-Atlantic approach which aims to help Atlantic businesses begin exporting, increase their export sales, expand to new markets, and create global partnerships. The Strategy was developed jointly by the provincial governments of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and the Government of Canada.*

