



**Expression of Interest
Seafood Expo Global (SEG)
Barcelona, Spain
April 21-23, 2026**

The provinces of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, working with Taste of Nova Scotia as a proponent, are seeking Atlantic Canadian seafood companies to confirm their expression of interest to co-exhibit at the [Seafood Expo Global](#) (SEG) Show in Barcelona, Spain from April 21-23, 2026.

SEG is recognized as a leader in the international seafood trade marketplace, allowing seafood companies to foster and grow their business. As the global seafood marketplace, more than 35,400 seafood professionals from 138 countries attended in 2025 to discover new suppliers and products while connecting with current contacts and increasing orders.

The goals of the mission are to showcase and promote the high-quality seafood products from Atlantic Canada that differentiate our region as a world leader in international seafood exports, to increase export sales for Atlantic Canadian seafood companies, and to increase the number of Atlantic Canadian seafood companies exporting outside the Atlantic Provinces.

Mission features will include:

- Open concept, turn-key booths, including furnishing, graphics, and signage.
- There will be a shared chef station to prepare product samples for exhibiting companies.
- Exhibitors will be included in any additional mission activities.
- Exhibitors will be responsible for all travel arrangements.

The fee to co-exhibit at SEG in 2026 will be \$3,500.00 and will include the following:

- Registration for the show with 2 badges/company.
- Co-exhibitor space in the shared open-concept provincial booth.
- Booth furniture – individually branded counter, signage, shared meeting tables, and chairs.
- Chef station – Chef to prepare samples for co-exhibitors.
- \$500 reimbursement allowance for shipping seafood for sampling and meetings.
- Participation in value-added activities – networking reception, etc.
- Listing in the show directory and digital marketing promotions.
- Company signage/booth signage (please note, banners or other company signage are not permitted)
- Access to the Canadian lounge.

2026: Show Walker Program

Once again, the Atlantic Provinces will be offering companies who are not able to participate as co-exhibitors an opportunity to register as show walkers.

The fee to participate as a show walker will be \$750.00 and will include the following:

- Registration for the show – 2 badges/company (additional badges may be subject to fees)
- Access to the provincial booth and amenities, when space permits. (Priority is given to co-exhibitors)
- Participation in value-added activities – networking reception, etc.

Because of limited availability, potential applicants will be assessed for their export readiness. To confirm your expression of interest for participation as an exhibitor or walker in the 2026 Seafood Expo Global Show, please complete the [Expression of Interest form](#) by Friday, January 23, 2026.

If you have any questions, please contact your provincial representative:

Nova Scotia:

Dan Surette
Invest Nova Scotia
902-774-0823 | Dan.Surette@investnovascotia.ca

New Brunswick:

Nicolas Thériault
Department of Agriculture, Aquaculture & Fisheries
506-259-1139 | nicolas.theriault@gnb.ca

Prince Edward Island:

Jamie Blanchard
Innovation PEI
902-368-4474 | jrblanchard@gov.pe.ca

Newfoundland and Labrador:

Torrie George
Department of Fisheries, Forestry and Agriculture
709-769-2556 | TorrieGeorge@gov.nl.ca

Project Proponent:

Emily Haynes
Taste of Nova Scotia
902-830-0389 | emily@tasteofnovascotia.com

