



Seafood Expo Asia Expression of Interest Singapore, September 2-4, 2026

The provinces of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador, working jointly with 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 2-4, 2026.

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 2025 Seafood Expo Asia show demonstrated that attendance was comprised of more international participation from those with higher purchasing power.

- More than **4,190 seafood professionals from 75 countries**
- **10+ Asian Markets** – Connect with buyers and distributors from multiple high-growth Asian markets in one event
- **76% of visitors** involved in or influence purchasing decisions at their business
- **USD \$210,000** was the average buyer spend
- **Singapore** – A strategic hub for trade, business and regional market access in Asia

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 space and a chef station
- This will be a turn-key booth, 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
- Seafood from Canada Reception

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 and other company signage are not permitted)
- Booth furniture – individually branded counter, shared meeting tables, chairs, etc.



- Chef station to prepare samples and support buyer meetings.
- *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).

Post-Show Southeast Asia Market Development Opportunities

In conjunction with participation in **Seafood Expo Asia 2026 in Singapore**, we are exploring opportunities for **post-show market development activities in Southeast Asia**.

The **Canadian Trade Commissioner Service** has expressed interest in supporting delegations of Canadian seafood companies in both **Kuala Lumpur, Malaysia** and **Ho Chi Minh City, Vietnam** through the delivery of **one-day Export Cafés** designed to connect participating companies with qualified buyers, importers, distributors, and key industry stakeholders.

At present, we understand that there would be **no additional participation costs** associated with these value-added activities beyond companies' own travel-related expenses. To help determine how we move forward with these opportunities, we are seeking feedback on company interest via the Expression of Interest.

To confirm your expression of interest for participation in the 2026 Seafood Expo Asia Show and potential Post-Show Southeast Asia Market Development Opportunities, please complete the **EXPRESSION OF INTEREST** ([ATLANTIC PROVINCES EXPRESSION OF INTEREST](#) | [EXPRESSION D'INTÉRÊT DES PROVINCES DE L'ATLANTIQUE](#) | [Taste of Nova Scotia](#)) by Monday, June 15, 2026.

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

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