



FROZEN SEA FOOD

LONG-LASTING VALUE

# newsletter

## The dynamic presence of Frozen Seafood at the 2 leading trade shows, **Conxemar** and **Anuga**.

The **Conxemar** trade show was held from Tuesday, October 03 to Thursday, October 05 in Vigo, Spain. With a total of 26,736 visitors from 110 countries and 767 exhibitors from 45 countries, the fair was very well attended.

It is a purely sectoral exhibition, of great importance for the **Frozen Seafood Promotion Program**, which wanted to showcase its participation in the best possible way.



Apart from the comfortable, impressive pavilion with the beautiful and bright colors, the decoration, the imaginative graphics, and the attractive freezer that housed packages of different types of frozen fish, the cooking that was carried out every day by **Chef Iakovos Apergis** was a point of attraction for the visitors. The chef not only "stimulated" their taste buds, but also explained in detail the cooking process and gave useful tips.

The tasting of the chef's creative recipes had a catalytic effect on the visitors' will to learn more about Frozen Seafood and to collaborate with the Greek companies in the sector.

The pavilion area also served as a place of hospitality for the members of **Panhellenic Association of Frozen Food (PASEKT)** who held their B2B meetings there. The stand was managed by representatives of **Enterprise Greece**, who informed the public at every opportunity and invited them to taste the chef's recipes.



**Anuga**, the world's largest and most important trade fair for food and beverages, was held in Cologne from October 07 to 11. With about 140,000 trade visitors from 200 countries and about 7,900 exhibitors from 118 countries at the world's leading trade fair, all expectations were exceeded. The proportion of foreign exhibitors was 94 percent, and, at 80 percent, there was a record proportion of foreign visitors. This makes Anuga more international than ever and confirms its continuing success as the world's number one food trade fair.

Frozen products are particularly popular at Anuga. Therefore, Anuga Frozen Food is the leading export platform for the global frozen food industry for more than 600 companies from 56 countries. Therefore, **Frozen Seafood** could only participate.



Frozen Seafood 's stand occupied a dominant position, as it was in a corner and at a point that made it easily accessible to visitors. It was spacious, bright, and equipped with all the necessities that made it more pleasant to talk to visitors and provided space for B2B. In fact, **members of PASEKT** were there, meeting with potential or existing customers.

The presence of the **chef and ambassador of Frozen Seafood, Christoforos Peskias** was also important. The chef prepared different recipes daily using Frozen Seafood as raw material and let the guests stand, taste, and ask questions. He gave advice on how to use frozen catch, highlighting its convenience and deliciousness in each recipe.

At the same time, **Enterprise Greece** organized an event for all Greek exhibitors on the first day of the fair, where the **Minister of Rural Development and Food, Mr. L. Avgenakis**, gave a welcome speech and actively participated in Frozen Seafood, as Mr. Peskias had prepared unique flavors for the guests. Moreover, Minister L. Avgenakis, together with **Mr. Yiannopoulos, President of Enterprise Greece**, and **Mrs. Alexandropoulou, Authorized Advisor of Enterprise Greece**, visited the Frozen Fish stand, where he was informed in detail about the frozen seafood promotion program and the promotions taking place at the stand, and tasted dishes with frozen fish prepared by Mr. Peskias.

To reinforce the promotional efforts, a short video was recorded at the initiative of Enterprise Greece - an interview at the Frozen Seafood stand, in which a company's representative spoke about the program, while footage was taken of Mr. Peskias cooking and informing the public.



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