



Seafood Expo Global 2027

Barcelona, Spain
April 20-22, 2027

**Set up day is April 19*

Europe continues to be a significant importer of seafood, sourcing products from various global markets to meet domestic demand. European consumers maintain a steady appetite for seafood, driven by increasing awareness of its health benefits and versatile culinary applications. While traditional favorites like scallops, spiny lobster, and tuna remain popular, there is a noticeable surge in demand for sustainable and ethically sourced seafood products. This trend reflects changing consumer preferences towards environmentally conscious choices, with a growing emphasis on certifications such as MSC (Marine Stewardship Council) and ASC (Aquaculture Stewardship Council).

Seafood Expo Global is the largest seafood trade show in the world, promoting seafood and aquaculture products from the SUSTA region to both European and worldwide seafood buyers. Every year, Seafood Expo Global/Seafood Processing Global continues to break records in terms of total attendance and exhibit space. The 2026 show hosted more than 35,500 industry professionals from around the globe with over 2,290 exhibiting companies from 85 different countries, making it one of the most successful events to date.

Participation Fee: \$2,295; **Early Bird Special:** \$2,095 (if you register and pay before November 20, 2026)

Fee Includes:

- Hard wall booth space
- Furnishings include: table, two chairs, sales counter, two stools, signage and electricity
- Ice and overnight cold storage available
- Chef available on-site to prepare samples
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: **January 31, 2027** (No refunds for cancellation after this date)

Booth allocation is done in order of registration (first come first serve)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Seafood

Product Description: Suitable products are all fish and seafood, including Fresh or Frozen Fish & Seafood and Value-added Seafood Products that are allowed for export to the EU.

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

Florida Department of Agriculture & Consumer Services

Tom Gray
Development Representative
(850) 617-7338

Thomas.Gray@fdacs.gov

Virginia Department of Agriculture

Rachael Peabody
Executive Director - Virginia Marine
Products Board

rachael.peabody@vdacs.virginia.gov

Maryland Department of Agriculture

Stone Slade
Director of International Marketing
(410) 841-5779

Stone.Slade@maryland.gov

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.