



Seafood Expo Asia 2027

Singapore
September 8-10, 2027

**Set up day is September 7*

Singapore is heavily reliant on imports of food for all its food requirements. In 2024, Singapore's total agricultural and related products import reached \$18.2 billion USD, roughly 6% of which came from the United States. The country's trade policies are focused on ensuring a consistent foreign supply of safe, high-quality food and agricultural products. Singapore has a highly developed food retail industry and hotel, restaurant, and institutional sector.

Seafood Expo Asia brings in buyers from around Asia and the world looking for various fresh, frozen, and value-added seafood products. The show features over 300 exhibitors from 46 countries and brings in over 4,500 seafood professionals from 80 countries. Seafood Expo Asia gives companies direct, face-to-face access to thousands of seafood buyers in the Asian market. Exhibit with SUSTA for direct face-to-face access to thousands of seafood buyers in Asia.

Participation Fee: \$1,500; **Early Bird Special:** \$1,300 (if you register and pay before April 8, 2027)

Fee Includes:

- 9 sq. meter booth and standard furniture package
- Chef available on-site to prepare samples
- Ice and overnight cold storage available
- Market briefing & tour
- Translator services (must be requested in advance)
- 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: **June 8, 2027** (No refunds for cancellation after this date)

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 Singapore.

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!

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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.

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