



# Canada Inbound Mission to Seafood Expo North America

Boston, MA  
March 20<sup>th</sup>, 2017

Seafood Expo North America is the largest and most renowned seafood exposition in North America. This three day trade show held in Boston attracts over 20,000 total attendees from more than 100 countries. One can expect to find the following products at the expo: fresh fish, frozen fish, value added seafood, processed and packaged fish, and logistical services. Moreover, this exposition is sponsored by the National Fisheries Institute, which is also responsible for a series of events in Asia (Hong Kong) and Europe (Belgium). Seafood Expo North America attracts professionals from various industries, such as: airlines, bars, cruise lines, fast food, government, grocery, hospital, hotel, school among others.

Canada is an excellent market for U.S. exporters. In 2014, Canadian fish and seafood imports from the U.S. were estimated at USD 900 million, 34 percent of all fish and seafood imports. SUSTA is offering the opportunity to attend one-on-one meetings with Canadian buyers, importers and distributors during the show. This inbound trade mission has great potential for U.S. companies wishing to network and establish business relations with food-industry professionals from Canada. Eligible MySUSTA companies can log into your account to [register online](#).

## Booth Fees:

One-on-one meeting with Canadian buyers \$25.00

**Registration Deadline:** January 20<sup>th</sup>, 2017  
**No refunds for cancellation after January 20<sup>th</sup>, 2017.**

Fee Includes: Pre-arranged one-on-one meetings with key Canadian buyers, importers and distributors. Access to SUSTA's in-country Canadian market representatives for market overviews and market information.

**Product Description** (suitable products but not limited to): Fresh & Frozen Fish • Shellfish • Gulf Shrimp  
• Value-Added Seafood Products

**Industry Focus:** Seafood

## Activity Managers:

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